

Trestria



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Rare Insights Into Post 9-11 Funding World,

International Publicists for Growing Companies

Trestria is a company of publicists and communications professionals that provide marketing resources for growth stage and privately held ventures to rapidly gain recognition in their markets and worldwide.

A vertical column of five small images connected by a central vertical line with a crosshair. From top to bottom: a woman in a headset, a satellite dish, a person's hands, a person with a globe, and a person on a phone.

Legal Disclosure

- ⇒ The Value Framework™ and advice given by Mitchell Levy, ECnow.com, Inc. and/or CEOnetworking is to be used at your own discretion. No liability will accrue from any comments, thoughts, ideas, advice and recommendations contained in this document or given in person.

High-level Trestria Analysis via the The Value Framework™



$$\Rightarrow V = \text{Value Created} = (\text{PTPi})S^3 \\ = MS^3 \text{ TM}$$

$$\Rightarrow M = \text{Model} = (\text{PTPi})$$

- $\Rightarrow P = \text{business Process}$
- $\Rightarrow T = \text{Transaction type}$
- $\Rightarrow P = \text{Participant}$
- $\Rightarrow i = \text{influences}$

$$\Rightarrow S^3 = \text{Strategy}^3 = \text{Deploy, Manage and Evolve}$$

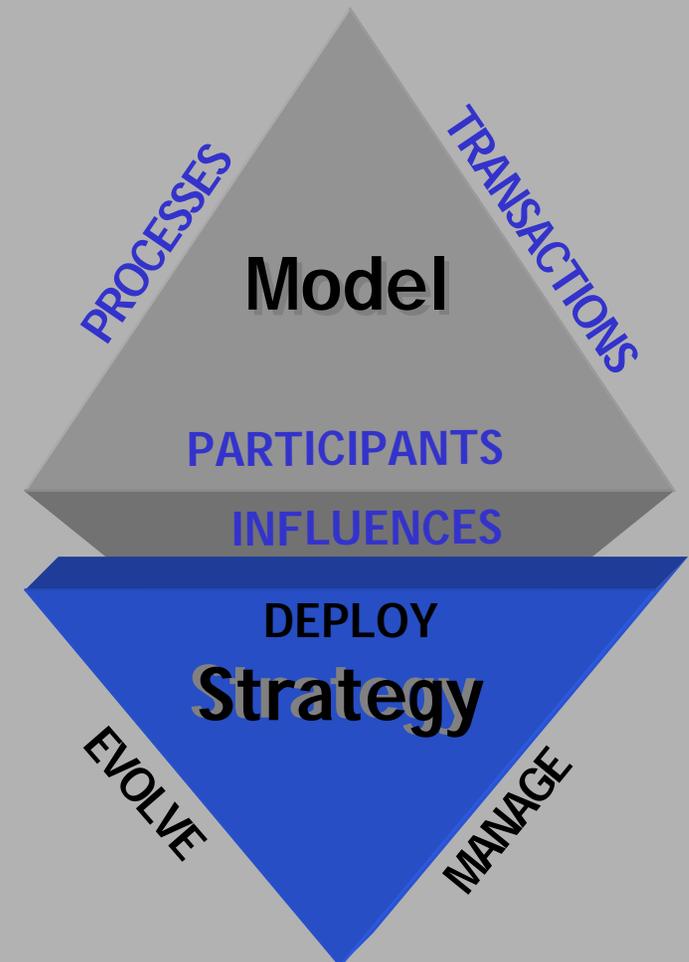


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30-Second Pitch

Analyzing The Model(s)

- ⇒ *Business Processes*
- ⇒ *Transaction Types*
- ⇒ *Participants*
- ⇒ *Influences (internal & external)*

Analyzing the Strategy

- ⇒ *Deployed*
- ⇒ *Managed*
- ⇒ *Evolved*

Recommendations

Trestria – 30 Second Pitch

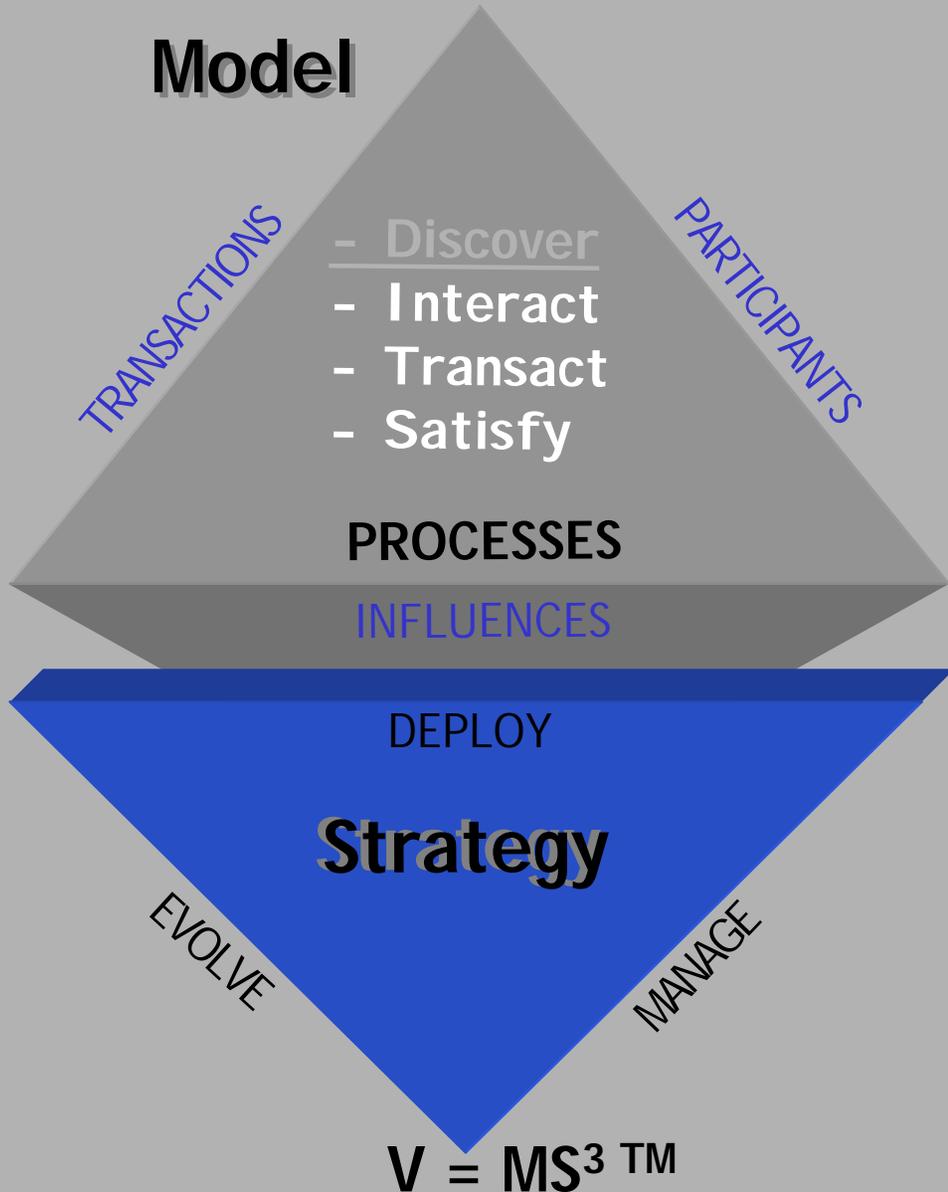


Trestria has been Mapping and Chronicling the High Tech Industry since 1989. This year, we're focused on making the Silicon Valley Map the best one ever and are looking to produce one other business-focused map, any ideas?

Trestria - Processes



Model

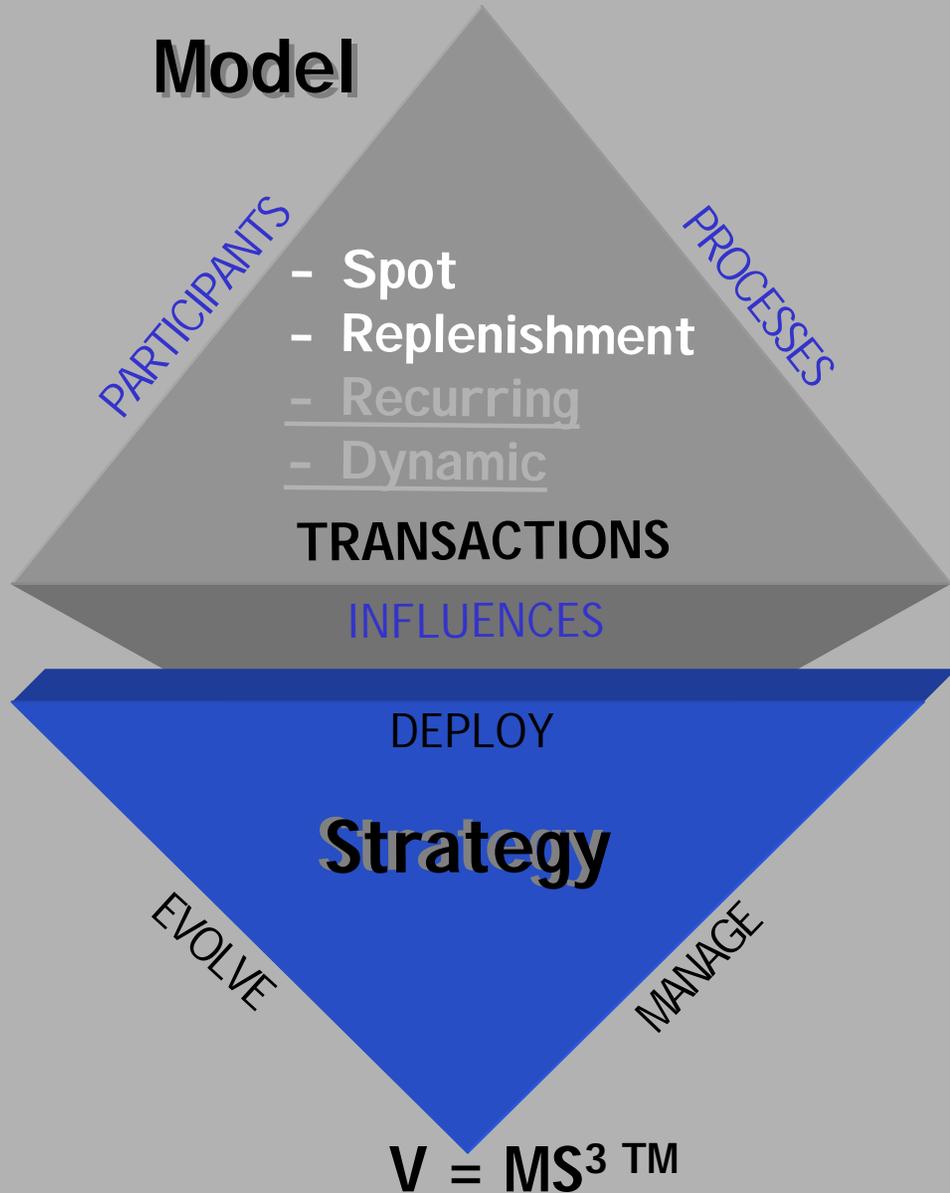


- ⇒ Trestria is not very well known in Silicon Valley
- ⇒ **Interaction** is primarily based on 1x1 relationship with the clients, so it's extremely good
- ⇒ **Customer satisfaction** is paramount, 95% are very satisfied
- ⇒ This is the one face of the model pyramid where all components need to be done well

Trestria - Transactions



Model

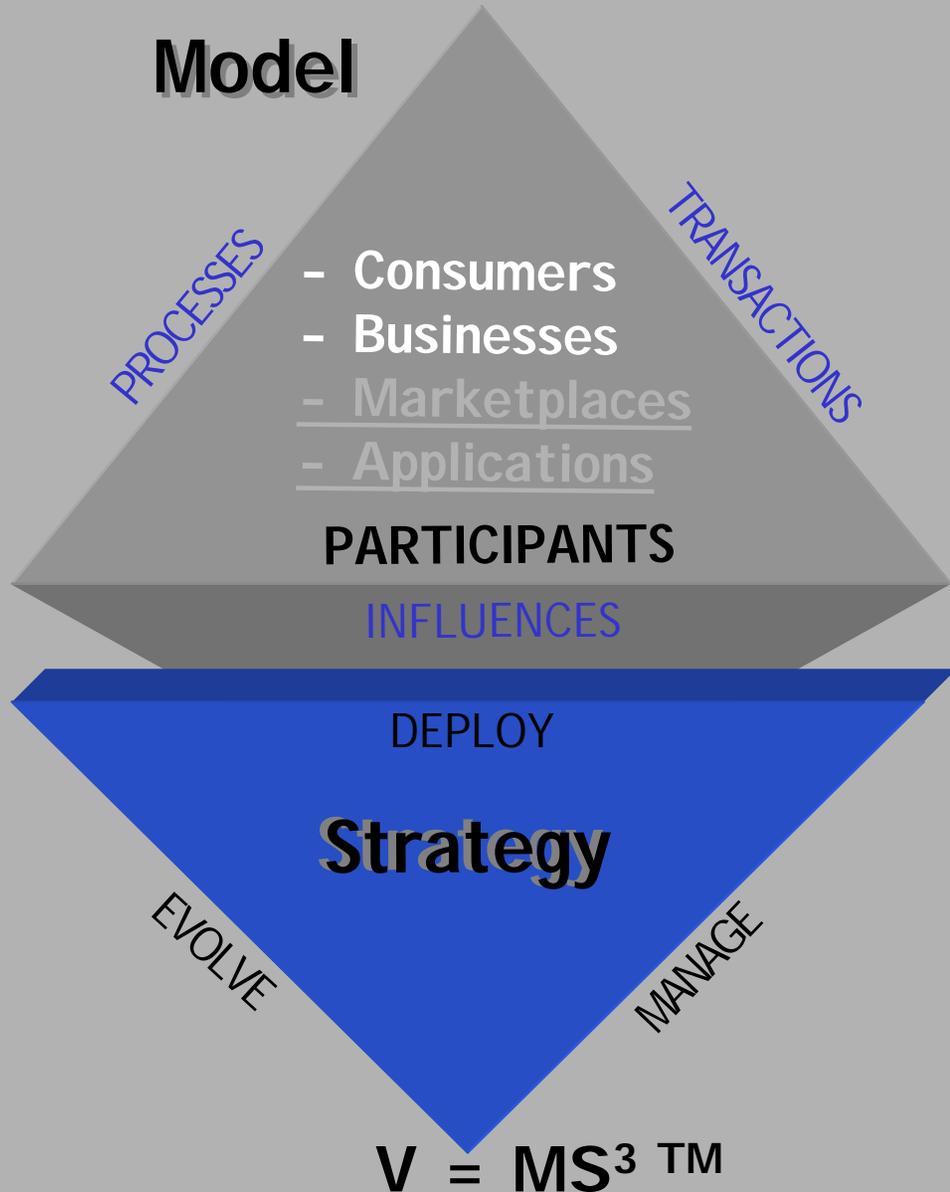


- ⇒ **Spot** is the primary transaction type
 - ⇒ Need to work on creating opportunities to turn the Spot buy into a Recurring transaction (discount future year sales if purchased up-front)
- ⇒ **Replenishment** are folks buying new maps for distribution
- ⇒ Trestria makes 25% for the space on the map, 75% from the follow-on sales

Trestria - Participants



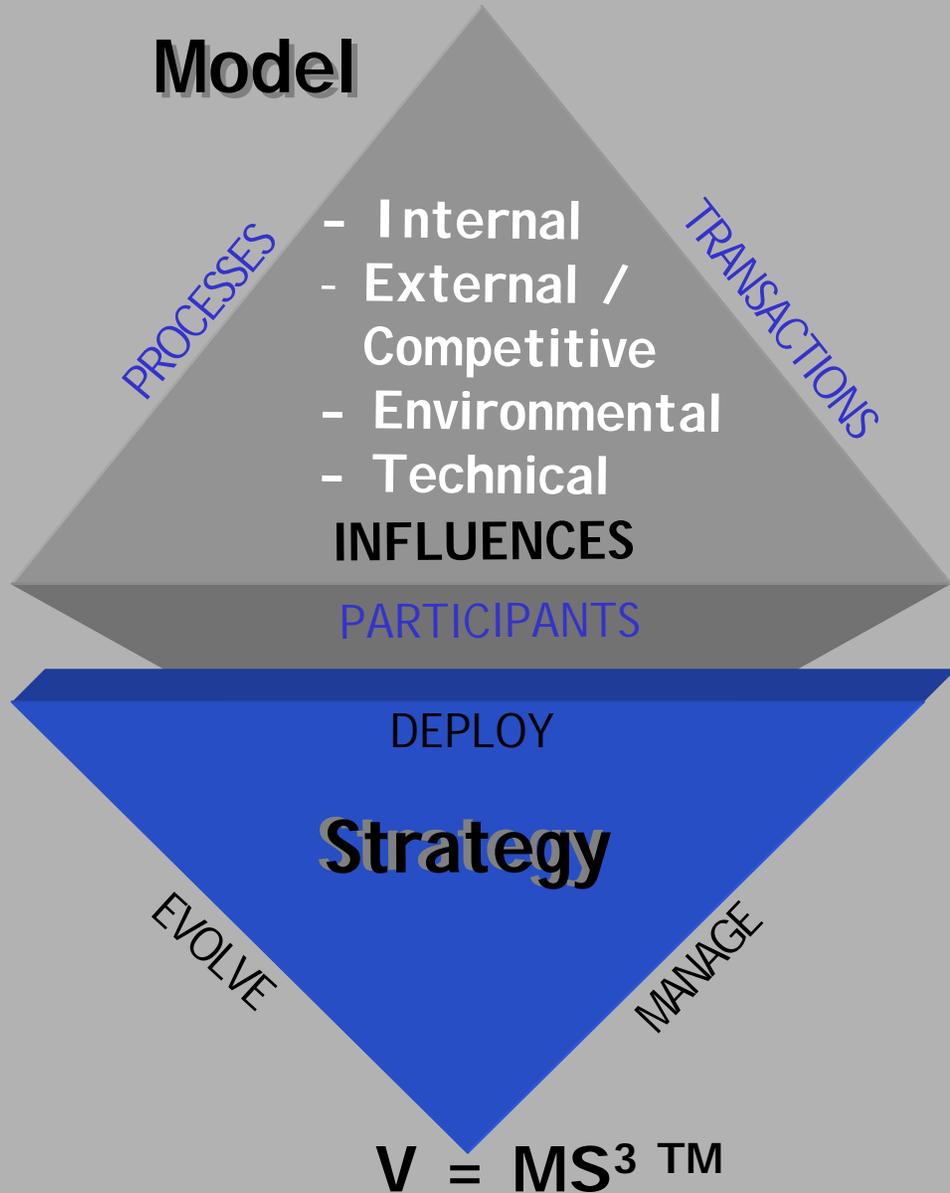
Model



- ⇒ Trestria sells to **businesses**
- ⇒ Trestria doesn't focus on selling to **consumers**
 - ⇒ Sells online off of the Trestria site & through Fry's, however, it's not a profitable area

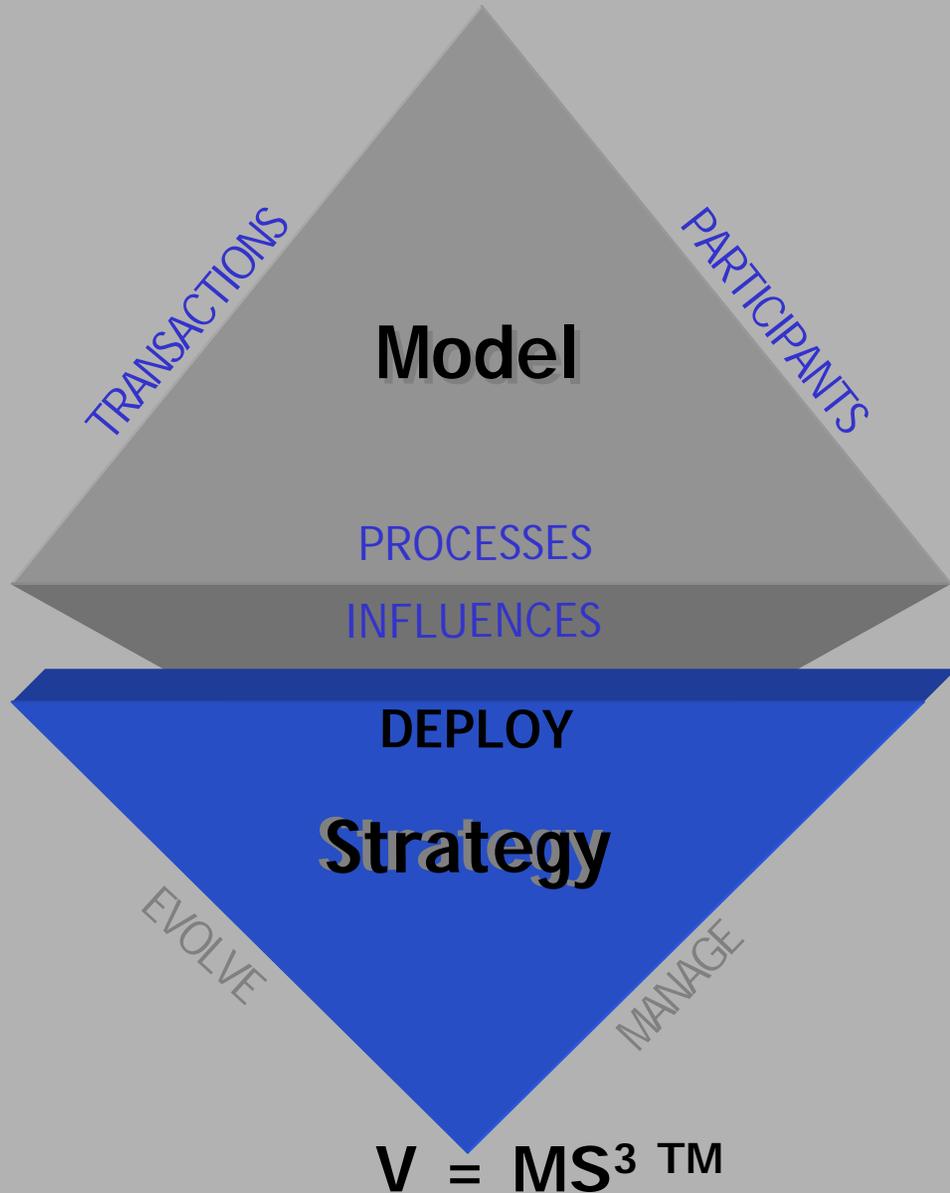
Trestria - Influences

Model



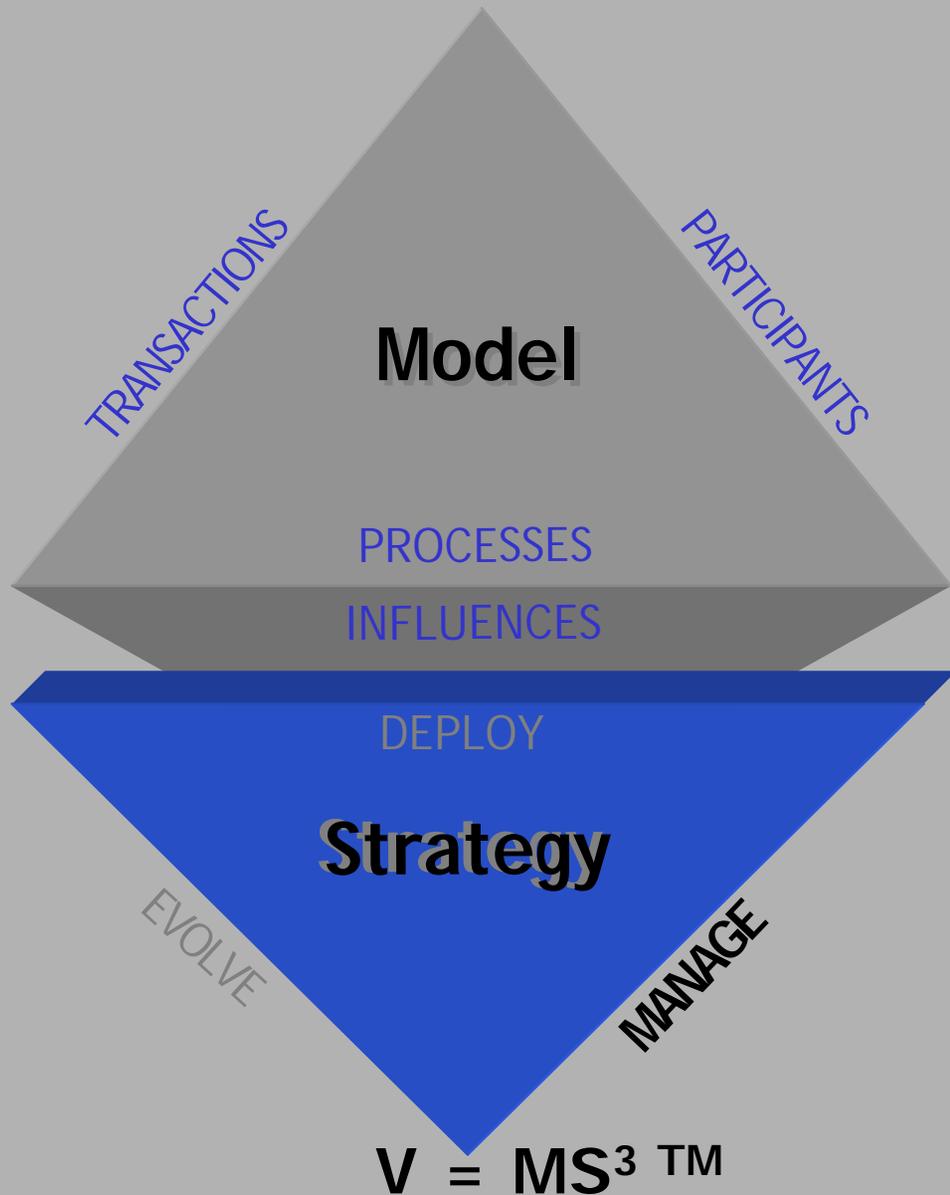
- ⇒ The economy means that there a no discretionary funds within companies
- ⇒ Trestria has a very loyal customer base, in the past 80% would renew, not sure what it will be in today's economy

Trestria - Strategy Deployed



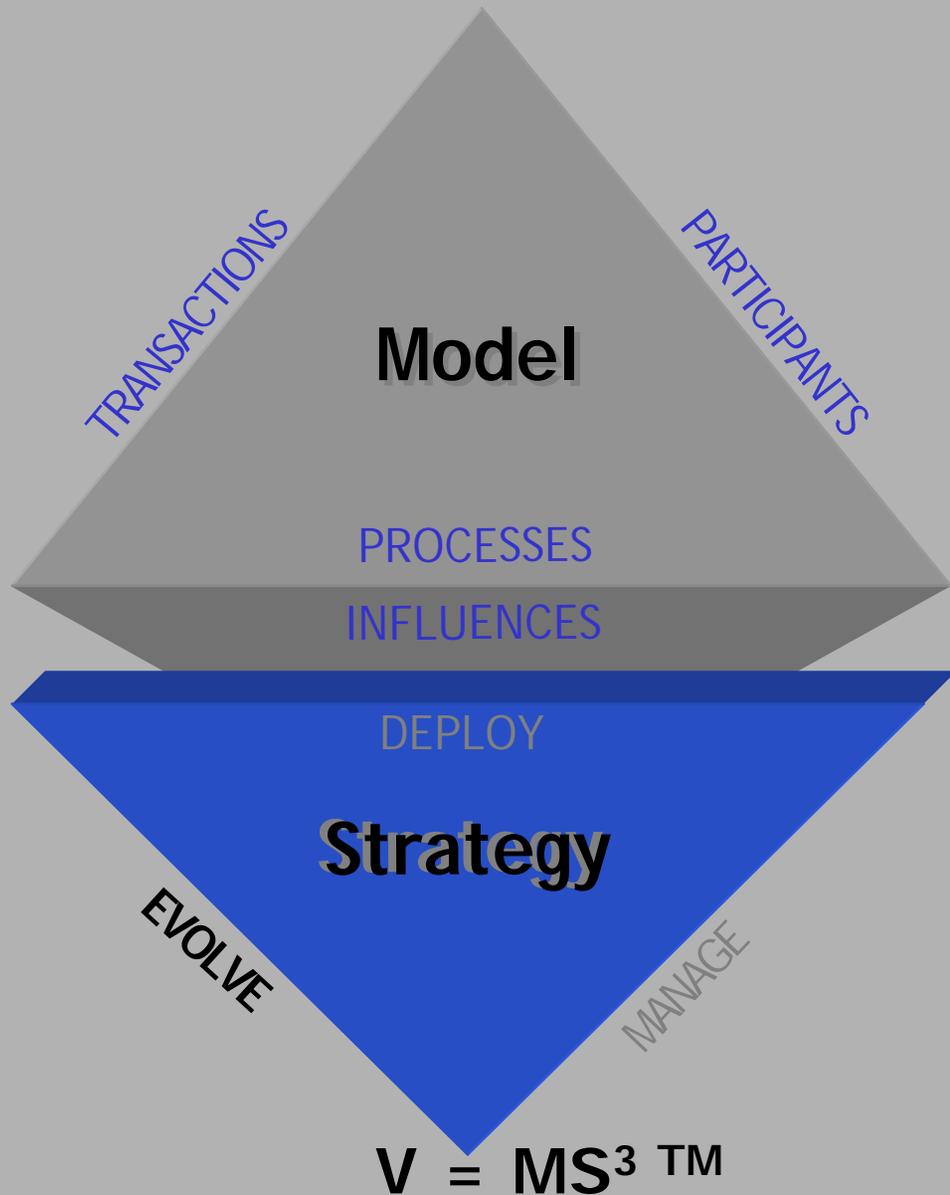
- ⇒ Started in '89 producing a map that was done poorly in the past by another company and hadn't planned on being republished
- ⇒ Started with a good focus (on the Map), then got de-focused (on the agency), now getting refocused again

Trestria - Strategy Managed



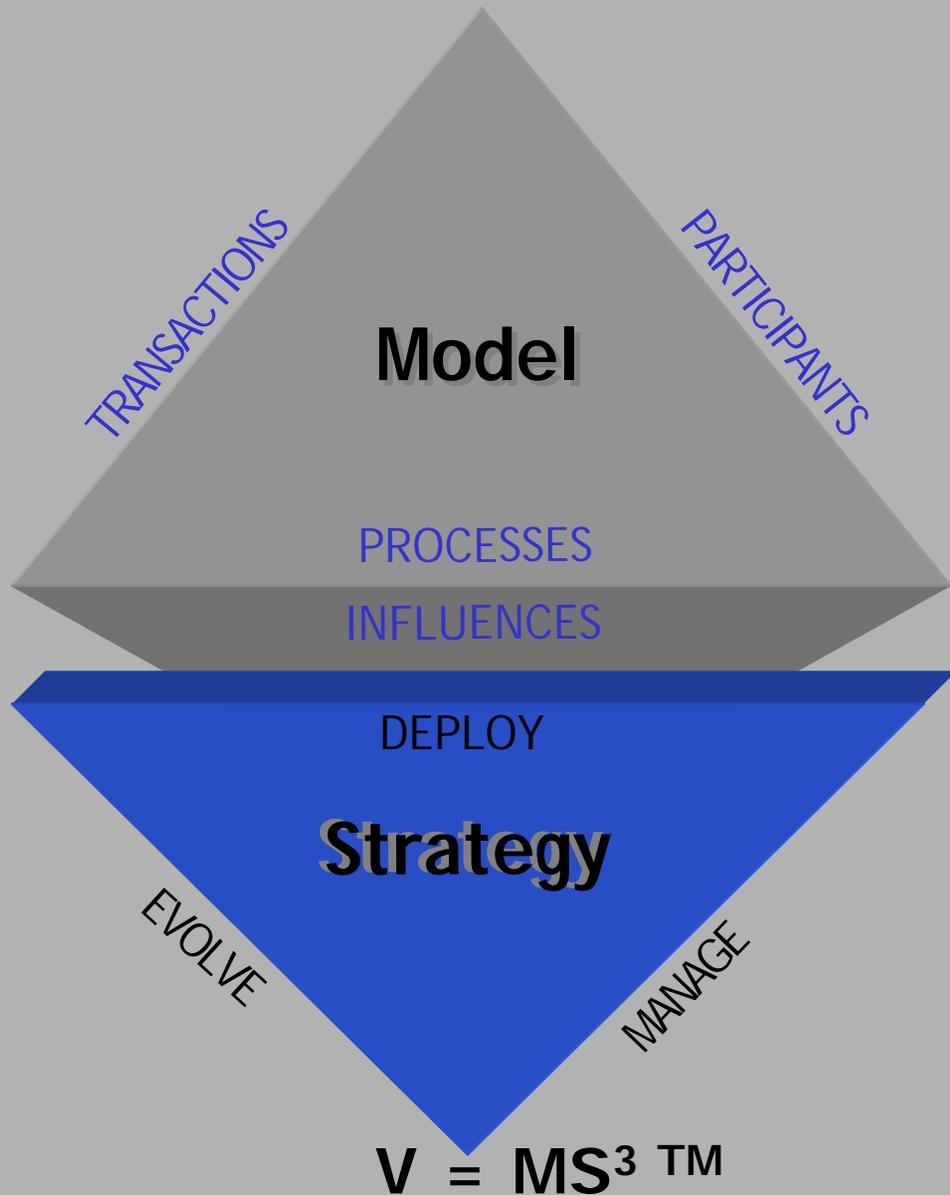
- ⇒ Trestria just went through a resizing and re-management exercise
- ⇒ Day-to-day use of an Act database, spreadsheets, and daytimer
- ⇒ Suggest specifying the goals for the year, break them down into monthly milestones and track weekly progress

Trestria - Strategy Evolution



- ⇒ Trestria is thinking about evolving in the direction of similar models
- ⇒ No systematic way to determine where to go to next
 - ⇒ The primary way to move forward is to test drive the concept by selling it to others

Trestria - Recommendations



- ⇒ Stay focused!
- ⇒ Instead of selling a 1-year space on the map, sell a couple years for a lower price with guaranteed map quantities in those latter years
- ⇒ Specify the goals for the year, break them down into monthly milestones and track weekly progress
- ⇒ Increase visibility
 - ⇒ Are there media companies (radio, TV or print) that would like to be associated with the map
 - ⇒ Are there opportunities for speaking at appropriate user groups?
- ⇒ Develop and share tools with third parties to help sell for you
- ⇒ Test-drive ideas for the next map
- ⇒ Conduct a competitive analysis
 - ⇒ What do they do & how?