



October 2nd, 2007 – Mezzanine Consulting lead 'THE EXPANSION EQUATION' workshop attended by over 20 CEOs, presidents and senior executives of Ontario's leading growth firms. The event was sponsored by Innovators Alliance, an organization for presidents and CEOs of Ontario's fastest growth companies.

Entrepreneurs and leaders of fast-growing companies are expert at identifying opportunities. Unfortunately, with four out of five new business ventures and product launches resulting in failure, too rarely are rigorous assessments conducted to determine the nature of the opportunity and the requirements to achieve success.

Mezzanine presented a framework for conducting a structured opportunity assessment that has been developed over the last 6 years working with global leaders like RIM, Intel, Capital One and Rogers. The workshop focused on practical market research techniques that deliver essential market insight and data, as well as methods for conducting competitive intelligence and internal expansion-readiness evaluations.

Lisa Shepherd, president of Mezzanine walked the participants through the value of conducting market research and the importance it plays in organizations that are seeking new growth opportunities. The seminar provided participants with practical tools and methodologies to follow when conducting their own market research.

One participant commented, "The workshop you hosted definitely got us thinking about next steps in developing our marketing strategy."

The overview of the workshop is at <http://www.innovators.org/docs/MarketResearchWorkshopPromoandRegOct207.pdf>

About Mezzanine - In the last 6 years Mezzanine has conducted market intelligence and marketing planning projects for over 100 companies, from RIM to Hbc to venture-funded technology companies. The company acts as a resource for marketing executives in corporations and high-growth mid-sized companies, delivering critical insight on market segments, buyer behaviour and other market essentials to help executives make wise decisions.