

READY. SET. GROW.



Targeted Marketing Services for Portfolio Companies

Tap experienced talent for time-sensitive projects without the hassle, commitment or cost of standing up full-time resources.

We are Fractional Chief Marketing Officers with startup expertise and a focus on being flexible and fast.

We deliver agile access to CMO advisory plus on-demand agency and freelance services to make progress on critical milestones.

We differentiate with specialized services and proven success for early stage companies.

VISIT: [TEAMSOLO.COM](https://teamsolo.com)



JULIE BRYCE

*B2B Tech Alum, Ex-Oracle, Red Hat, Blue Cross
Former CMO at Axiom Law*

- Experienced running Marketing at VC-backed startups
- Google for Startups Mentor
- NC State, North Carolina native



KEPLER KNOTT

Category creator in tech, from start ups to the Big 4

- Executive at multiple start ups with exits
- Former lead analyst at Gartner, Director at Accenture
- Duke University, US Army

STAGE 1 Pre-Funding

Get a no-holds-barred professional **Marketing Vitality Report** that examines how a company plans, executes and measures go-to-market success. Help answer the fundamental question, "Is this a good investment?" While it's easy to be the critic and hard to be the creator, we've been there as investors, owners, and in-house marketers.

Make Better Go-to-Market Decisions

Considering a go/no-go investment in a company or founder? Is the quality, maturity and opportunity for Marketing part of your decision-making criteria? It should be. We deliver an informed marketing perspective that evaluates a target's current marketing and marketing potential, and evaluates the level of investment required to achieve it. The process is fast, comprising two or three days of intensive research, industry analysis and marketing modeling.

Addresses these questions

- Is the idea unique?
- Is the company differentiated?
- Is the current Marketing team the right team?

STAGE 2 Upon Funding

Get a **Marketing Vitality Report** and **90-day Sprint-to-Plan** that includes active coaching and initial launch of a full-throttle marketing program. We quickly collaborate with investors and portfolio company talent to assess, organize and upgrade marketing strategy and execution, including exploration of untapped market growth areas.

Increase Marketing's Contribution to Revenue

You've invested in a company, but you don't know how effective their marketing is... right idea but wrong execution? Right people on board? We evaluate the company's Master Narrative, Go-to-Market Strategy, execution, including offerings, pricing, buyer personas, and competition.

Addresses these questions

- What can marketing do more of and better?
- What needs to change and how?
- Top 5 Short-Term GTM Goals?

STAGE 3 Post-Funding

A Fractional CMO offers funders flexible, on-demand resources with exceptional experience, responsive service, and value for money. We enable investors and founders to sidestep the budget and equity implications that often prohibit hiring a full-time employee CMO, so they can move quickly.

Make Progress, Faster

With a post-funding retainer program, we meet companies where they are to get from point A to point B. We make the plan and work the plan, including the tools, talent and programs to drive growth.

Addresses these questions

- How to focus the team, in-house or contracted, on what matters most?
- What key initiatives will drive growth fastest over 6-12 months?
- What's the right steering, guidance, governance and leadership?

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ENGAGE
WITH US

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