



280 Group Overview

Brian Lawley

President & Founder

280 Group, LLC



The Product Marketing & Product Management Experts™

Consulting • Contractors • Training • Templates

Hand-picked Product Marketing and Product Management experts to help companies define, launch & market breakthrough new products.

Brian Lawley

- **280 Group LLC**
President & Founder



- **Whistle Communications**
Director of Product Management & Product Marketing



- **Symantec**
Director of Java and C++ tools



- **Apple Computer**
Senior Product Manager, MacOS

Apple



- **Claris Corporation (FileMaker, Inc.)**
Marketing Specialist



- **Digidesign, Inc. (division of Avid)**
Manager of US channel sales and marketing



Additional Background

- **Silicon Valley Product Management Association**
President
- **Nominated for Product Management Excellence Award**
Association of International Product Marketing & Management
- **Featured on:**
 - CNBC's World Business Review with Alexander Haig
 - KLIV Silicon Valley Business Report
- **Articles & white papers published:**
 - SD Forum
 - 280 Insider
 - AIPMM
 - SVPMA



About the 280 Group

- Core Team:
 - Brian Lawley
 - Sarah Lawley
 - Aaron Hyde
 - Sharon Grimshaw
 - Jim Reekes
 - Greg Cohen
 - Mike Freier
 - Phil Burton
 - Ghirish Bhat
 - Alyssa Dver
 - 20 Subcontractors
- Work for Clients Includes:
 - Consulting & Contracting
 - Projects
 - Interim PMs/Directors/VPs
 - Individual contributors
 - Virtual teams
 - Training & Coaching



280 Group Clients



280 Group Services Offered

Product Management

- Market Analysis
- Developing Business Cases
- Profit & Loss Analysis
- Customer Research
- Market Research
- MRDs & PRDs
- Product Roadmaps
- Working With Engineering Teams
- Reviewing Functional Specs
- Finalizing Product Requirements
- Prioritizing Feature Sets
- Feature, Schedule, Cost Tradeoffs
- Competitive Analysis
- Running Beta Programs

Product Marketing

- Product Launches
- Sales Tools
- Positioning
- Pricing
- White Papers
- Reviewer's Guides
- Product Demos
- Competitive Comparisons
- Customer Testimonials
- Success Stories
- Features & Benefits/USPs
- Press Tours & Materials
- Presentations
- Training Materials

Marketing

- Positioning & Messaging
- Websites
- Collateral
- Presentations & sales tools
- Increased web traffic
- Search engine optimization (SEO)
- Google AdWords campaigns
- Demand generation programs
- Direct mail/email marketing
- Print advertising
- Search engine & banner ads
- Corporate & product branding
- Customer surveys & feedback

Typical Engagements

Project-based

- Meet to discuss needs
- Develop proposal
- Agree on timeline, deliverables, costs
- Kick off the work
- Rates depend on scope of project and work involved


Contractors/Interim PMs

- Introduction/initial meeting
- Set expectations (onsite/offsite, reporting, responsibilities)
- Rates
 - # hours per week
 - Length of contract
 - Experience level
- Hourly, weekly or monthly

Product Management & Product Marketing Training Courses

- Comprehensive, practical & affordable
- Public trainings quarterly
- Private upon request
- Courses:
 - Strategic Product Management
 - Procedural Requirements Management
 - Business & Market Planning
 - Interactivity & Communication
- BlackBlot™ Methodology
- Based on Product Manager's Toolkit™

Training Comparison

		Other PM Training
Practical Application as well as Theory	Yes	No
Content Retention Tools	Yes	No
Product Manager's Toolkit for each attendee	Yes	No
Courseware specific articles	Yes	No
Structured Training Track	Yes	No
Action, Flow and Task Models	Yes	No
Seminar Action Plans	Yes	No
Seminar Glossaries	Yes	No
Process Efficiency Guidelines	Yes	No
Seminar Certificate of Completion	Yes	No

The 280 Group's five day course is \$2,995 compared with other training firms priced at \$3,190 for only three days.

280 Group Toolkits

- Topics
 - Product Manager’s Toolkit™
 - Product Launch Toolkit™
 - Product Roadmap Toolkit™
 - Beta Program Toolkit™
 - Developer Program Toolkit™
- Contents
 - Templates
 - Samples
 - Narrated presentations
 - White papers

Technology Roadmap

Timeline showing product development from 2006 to 2008. Key items include: Windows Mobile 6, Outlook, Exchange, HP DC, and various mobile phone models (M600, M600i, M600w, M600s, M600t).

Market & Strategy Roadmap

	Year One	Year Two
Markets	Healthcare	Financial
Partner	X.Y.Z. Company	
Build In-House		2.X. Release
Acquire		Data analytics

Typical Beta Program Timeline

Timeline showing the sequence of events for a beta program: Set Goals, Write Plan, Sign Off (1 week); Customers contacted & apply (2 weeks); Participants selected and agreements sent (1 day); All agreements signed & returned (1 week); Beta Program begins - Product Given; Participants test (minimum of 2 weeks).

Beta Program Plan

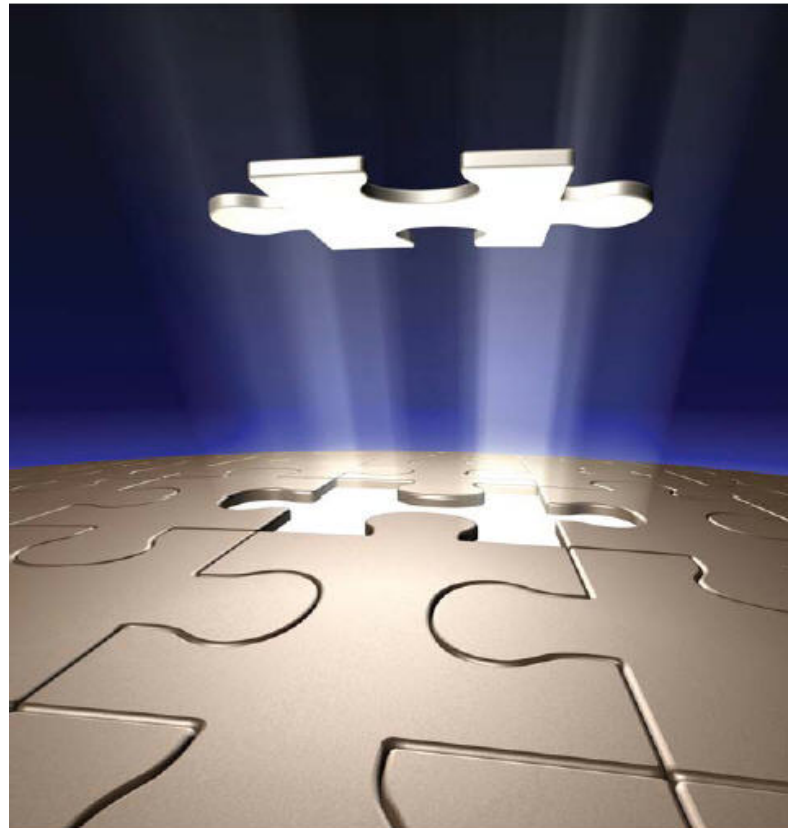
Document cover for a Beta Program Plan, featuring a blue floppy disk icon and the text "Develop your technology & go live".

Market Requirements Document (MRD) - Template

Form for a Market Requirements Document (MRD) template, including fields for Company Name, Product Name, and various attributes like Class, Quantity, and Status.

The 280 Group Difference

- **An excellent reputation and many satisfied clients.** You can be sure you'll get the highest quality work and the results you want.
- **Hand-picked consultants and contractors that deliver premium results.** All of our consultants and contractors come highly recommended through our networks and have been pre-screened for you, so you don't have to do the work to find them. We only work with the best of the best.
- **280 Group methodology, toolkits and training.** Based on decades of experience, the toolkits can be leveraged to get your projects done more quickly and effectively. And you can take advantage of our training and templates to ensure your company continues to do things the right way for years to come.
- **The ability to scale depending on your needs.** We can provide one person or an entire team to help you accomplish your goals.
- **Experience across a wide range of technologies and markets.** We've worked on software, hardware and Internet products & services and have experience in Consumer, Small Business, Enterprise, Government and Education markets. As a client you get to leverage the learning from dozens of products and industries.
- **Reasonable and competitive rates.** We keep our overhead low, and we want to build long-term relationships with clients so that they keep coming back time and time again. You get a virtual team that you can tap into at any time without taxing your budget.



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