

“Most innovations don’t fail on the product — they fail on the marketing.”



Market your innovation

5-step Do-It-Yourself formula with coaching & workshops



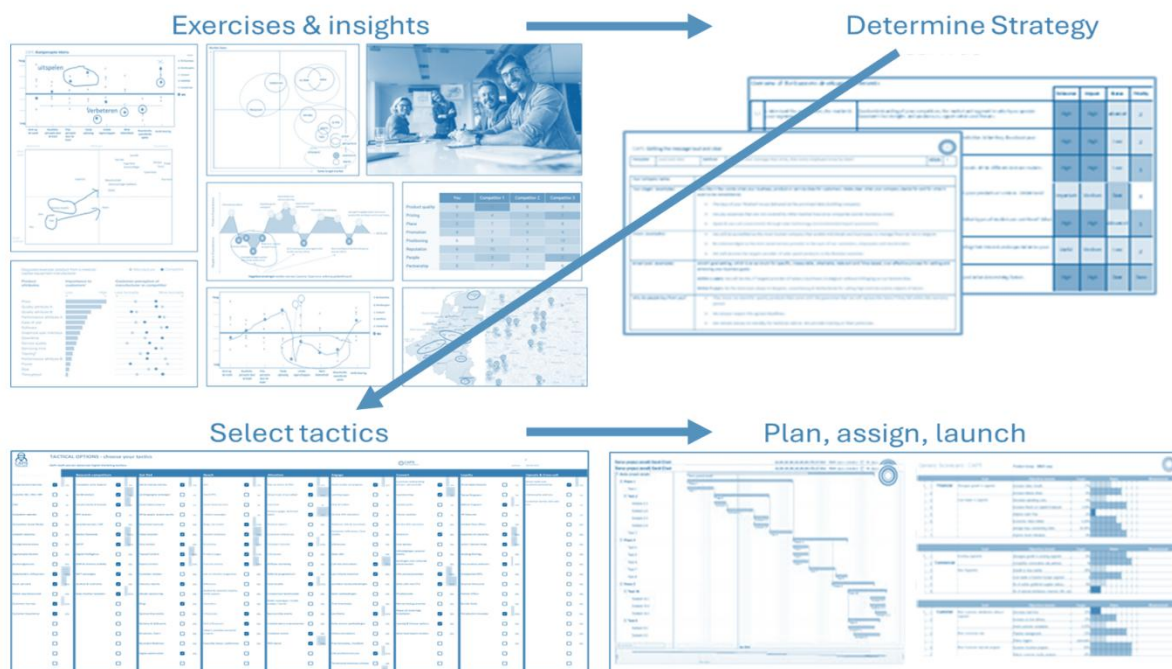
The **cheapest, yet most comprehensive method** for innovators and start-ups to secure their innovation and grow their business.

HOW DOES IT WORK?

In advance, you download the handbook with information, tips and tricks and examples of best practices. The workbook takes you through the 5 essential stages. The exercises, canvas and planners can be downloaded (free) on www.CAP5.net.



You select only these exercises that are relevant to you. Everything can be modified so you can make your own. By the **end of the 5-stages you have a detailed strategy, tactical battleplans, a planner and clear actions and campaigns.**



Many of the actions, which make up the tactics, are immediately deployable. The focus is on smart, thought-through tactics, free or low-cost, and tailored for innovators and start-ups with ambitions.

FOR WHOM?

- Innovators, Start-up entrepreneurs, SME directors, Senior level Marketers and Salespeople

WHY IS THIS APPROACH MORE EFFECTIVE?

- Everything is easily adapted / **tailored to your context and your objectives.**
- It's a **comprehensive approach, yet simple** to navigate through five steps to create battle plans that work.
- Think of it as a **hands-on crash course** focused on marketing and sales that work.

WHY IS IT SIGNIFICANTLY CHEAPER?

- A Do-it-Yourself method that **lets you do most of the work yourself** and **equips you with the knowledge and skills** to keep mastering it in the future.
- The **method builds on what you already have: your knowledge, insights** and commercial materials.
- **We focus on free and low-cost smart tactics.** You'll be far less dependent on external consultants or expensive campaigns.
- **We cut sales costs** while **boosting effectiveness** in attracting customers.

WHAT FAST AND SUSTAINABLE RESULTS CAN YOU EXPECT?

Fast results

- **Win your first customers. Leverage them to grow your customer base.**
- **Greater influx of leads, validation and engaging mainly online.**
- Intelligent positioning and exploiting market-segments and opportunities.
- Marketing & Sales are armed and ready to attract and convince prospects.

Sustainable results

- You have the tools to **reach and convince the various B2B decision-makers and influencers.** Higher continuity of leads. Higher conversion.
- Stronger brand.
- You can outsmart your rivals and lure their customers.



3 X
CHEAPER

3 X MORE
EFFICIENT

DIRECT
APPLICABLE

CHOOSE OUT OF THIS THREE OPTIONS



Select only the relevant exercises from the CAP5 templates list. If needed, we modify these exercises. The CAP5 toolbox allows you to quickly select the tactics. We bring everything together in planners and battleplans.



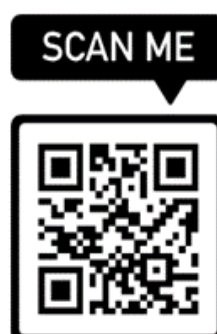
CAP5, a proven method built on best-practices

Over the past 3 decades, I assisted / lead more than 30 start-ups, SMEs, and international companies in **achieving growth and delivering results**. As a consultant, advisor or director. Through experience and ongoing studies I've learned what truly works.

I studied Marketing & Business Administration, Strategic Marketing & Organisational Development, I did research into Buyer behaviour, profiling and decisional processes. I'm also a post-grad certified Digital Marketer.



Since 2014, I've been developing and refining the CAP5 methodology; **a proven five-step approach that takes you from insights to implementation**. Much it homework. Then, we discuss and compile the decisions in worksessions. My style is pragmatic and hands-on, built on the capacity-building approach: I equip entrepreneurs and business leaders with the knowledge, skills and method to quickly gain knowledge and expertise to master Sales and Marketing.



more info on www.CAP5.net or bart.peeters@cap5.net

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