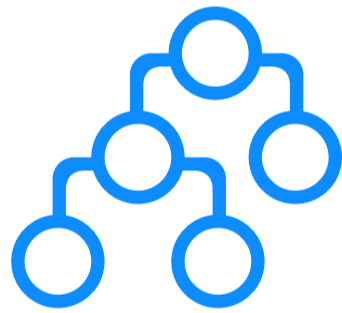


Third Party Assessment

pre-requirement brief

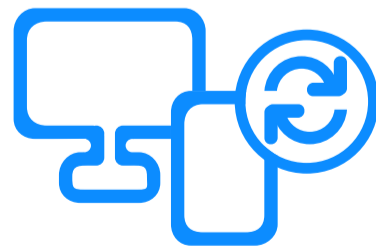


Recommendation you can expect from **consekense** team:



Ecosystem

- Development framework(s)
- Backend server infrastructure / Software solution
- Data Management approach
- Multi-Screen services distribution approach
- Cross channel user management experience
- Social Network strategic usage approach



User Interface

- User Experience / Look & feel
- UI related to OS / iOSx / Android / SmartTV / etc.

Third Party Assessment

pre-requirement brief



A bit of homework first...
can you please provide us some information on:



- High Level Marketing Value Proposition
- Targeted customer/audience
- Top competitors
- Differentiation versus competition
- Service/product distribution forecasted
- Forecasted scaling in the next 24 months
- High level status on existing development & ecosystem in place
- Self-financed ? / seeding ? / Venture ?