



Great Minds Think Unlike



KickStart

So you've developed a great idea for your new business?

ThinkTank can help you take it to market by commercializing it in the best possible way. As business owners, entrepreneurs and EI mentors we can help you apply the strategic marketing thinking of big brands to your start up business in a structured and dynamic way so you can differentiate and ultimately dominate. Together we imagine, create and execute breakthrough strategies, new business models and novel management practices for rapid growth.

ThinkTank will help you to:

- Find and focus on a market that values what you have to offer
- Discover your ideal target market and find more just like them
- Identify your best routes to market
- Qualify the attractiveness of your market in terms of size, profitability & future growth drivers
- Define your unique market position. What are the steps & resources necessary to achieve it & sustain it.
- Create a unique core message. Find an important point of difference, one that matters to your ideal clients. This will help you differentiate your business & frame the elevator pitch
- Build your Brand Image. Develop a fresh and original name, logo and image which will be key to delivering your core unique difference and making your firm the obvious choice in your industry

So if you're looking for some serious marketing firepower to accelerate your Start-Up then talk to us today

ThinkTank is a Strategic Marketing, Branding and Innovation Consultancy based in Cork, Ireland.
We think differently to help clients build transformational advantage and create new profit opportunities.

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