

# Your Community is Your Brand



Our team understands the dynamics of commercial Open Source, offering not just strategy, but peerless execution across all areas of the marketing mix with a global network of the top practitioners in the Open Source space.

## Customers Spotlight



### Unrivaled Expertise

Cost effective access to the full range of marketing services combined with unrivaled Open Source expertise - our unbeatable combination.

Our diverse team encompasses the full spectrum of the Free Software and Open Source movements and combines this with impressive high-tech marketing and commercial expertise. We deliver on-tap access to the exact skills you need, when you need them.

### Global Solution

Test and develop new markets and communities without the need for upfront investment in regional staff, offices and infrastructure.

Open Source offers companies and organizations a highly cost-effective route into international markets. Our global network delivers a complementary and equally cost effective service, providing the local expertise for organizations to expand internationally.

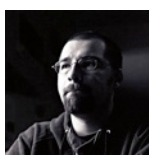
### Selected Team Members



Prior to founding InitMarketing, **Sandro Groganz** was the VP Marketing at Mindquarry, an Open Source startup financed by Hasso Plattner Ventures, and the VP Communication at eZ Systems, creator of the content management system eZ Publish.



**Dave Neary** has served three terms as a member of the board of directors of the GNOME Foundation. Dave served as Community Development Manager for the French company Wengo. He was a developer and release manager of the GNU Image Manipulation Program (GIMP) from 1999 until 2006.



**Zak Greant** has been an active participant in many Free Software/ Open Source communities, from PHP and MySQL (where he worked as MySQL AB's community advocate) to volunteering with the Free Software Foundation's License Compliance Lab Team and acting as a board observer for the Open Source Initiative.

### Strategy Consulting

- ▶ Competitive analysis
- ▶ Marcom (branding, positioning, messaging)
- ▶ Product licensing
- ▶ Content and trademark policy
- ▶ Community building
- ▶ Product portfolio
- ▶ Pricing
- ▶ Partner program
- ▶ Thought leadership
- ▶ Corporate culture
- ▶ Turnaround consulting

### Implementation

- ▶ Community development
- ▶ Public relations (PR)
- ▶ Analyst relations (AR)
- ▶ Corporate design
- ▶ Copy writing (websites, brochures, white papers, case studies, newsletters)
- ▶ Blog coaching
- ▶ Presentation skills training
- ▶ Infrastructure (Forge, Wiki, mailing lists, forums)
- ▶ Video production (Screencasts, Webcasts, promotion videos)
- ▶ Translations
- ▶ Technical writing (tutorials, documentation, books)
- ▶ Event management
- ▶ Communication guidelines

### Management & Control

- ▶ Tasks, milestones
- ▶ Resources, budget
- ▶ Team
- ▶ Benchmarks

Version 1.2, 2009-12