



GRIZZLY ANALYTICS

How We Can Help Indoor Location Technology Companies

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Your technology is great - But are you reaching your potential?

You have developed great technology for the indoor location market. It might be core localization technology that performs smoothly and precisely. It might be a solution for analytics or marketing. It might be a vertical application using indoor localization for the industrial, retail, healthcare, consumer electronics or other industries. It works great.

But it takes more to succeed than great technology.



We know indoor location

Grizzly Analytics is the only analyst firm focused on indoor location since 2011. Our reports have been purchased by virtually everyone in the mobile and tech arenas. Our services bring this expertise to both technology vendors and companies seeking the right technology.

We want to help you succeed!

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Our clients & investors found the White Paper that Grizzly Analytics produced for us very helpful in understanding our technology differentiation, vision and product plan, resulting in investment and business partnerships.

Don Thompson, Takemetuit

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Grizzly Analytics expert assessments and validation reports give you the third-party expert validation that your potential investors and clients want to see. Our comprehensive knowledge of the technologies and features of solutions on the market enable us to write clearly about your technology or solution’s differentiation. Equally importantly, our knowledge of the use-cases in the market let us write about the implications and value that your technical differentiation brings.

Some clients want a 2 page hard-hitting executive summary of why their tech is different. Some want a 5-6 page white paper with more detail of their uniqueness. Some want a 9-10 page report that explains the impact their technology differentiation has on specific user-cases. Whatever focus you want, we have the demonstrated ability to explain your differentiation and tie it to your message.

Prices vary between \$4000 and \$12,000, depending on the length and content. Prices include iterative revision as needed. A site visit to your office is extra.

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Grizzly consulted for us for several years in different capacities, which enabled us to sharpen our strategy, deepen our understanding of the market needs and competition, and successfully promote our products and their differentiation.

Ciaran Connell, Decawave

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Grizzly Analytics advisory services are designed to meet your varying needs over an extended period of time. Companies and markets are not static, and your needs as you succeed in the market are not static either. You will need different advice, assessments, materials and support every month. Successful marketing and promotion of your indoor location solution requires understanding your changing differentiation from competitors, how that differentiation effects things your customers care about, and how to explain that to your customers. Doing this will vary as your message and strategic focus evolves over time.

We can work with you on a weekly or monthly basis, structured to fit your needs, to apply your message and positioning to the opportunities that arise, to adapt your message, to get your message out, and to make the strategic decisions that you need to make, all to help you succeed. Each week or month you will get the consultations and deliverables you need, with the scope defined up front.

Deliverables can include advisory consultations, decision support, competitive analyses, white papers, articles, media exposure, participation in meetings and more.

Prices vary between \$2000 and \$4000 per month, depending on the scope and nature of work to be done and delivered each month.

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Bruce Krulwich from Grizzly analytics gave the keynote speech at an internal event. He presented valuable information and insights about the indoor localization market, in a way that really contributed to our event.

Partner Management, Smart Factory, Trumpf

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Grizzly Analytics knows the indoor location industry, including technologies, use-cases and trends, and is ready to explain them to your audience in a clear, informative, valuable and fun manner. Our keynote speeches focus on the industry segment, use-cases & technologies that are of interest to you, and are tailored for your audience and your company's core message.



For big companies, our speech to your stakeholders can inspire support for your product or project. For smaller companies, our speech to a meeting of your strategic partners can convey the significance of what you bring them.

Speeches can include facilitation of brainstorming sessions or discussions.

Prices vary between \$4000 and \$6000, plus travel expenses, depending on the length of the speech, the customization requirements, and the degree of involvement desired in your meetings. Full confidentiality and nondisclosure is guaranteed.

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Grizzly Analytics consulted for me on a deep dive into the indoor location industry for my client indoo.rs. Grizzly's insights and depth of knowledge of the entire landscape was highly impressive...

Nick Stein, Electric Railway Marketing
(while consulting to indoo.rs)

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Every technology vendor knows their market, but maintaining detailed knowledge of developments in the industry takes a lot of effort, and many companies fall behind in their competitive intelligence as they focus efforts on their own execution. Moreover, their assessments are based on web sites and news articles, not on direct contact with companies throughout the industry.

Grizzly Analytics' competitive intelligence services give you assessments of the industry you can rely on. We have exhaustive knowledge of technologies, solutions and use-cases. And we can pull just the right information together in the actionable and easy-to-digest manner you need.

Our competitive intelligence reports range from assessments of direct competitors and how they compare to you, to longer drill-downs on key competitors and comparisons of your primary use-cases. Whatever your CI needs, we deliver.

Prices vary between \$4000 and \$9000, depending on scope and length desired. A meeting with you at your office, to discuss the results of the study, is extra. Prices include revision as needed.

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We had used freelance writers, but their work was always missing either technology background or knowledge of the industry. Grizzly Analytics was able to deliver marketing materials that got our message out effectively, written in our voice, that made our marketing take off.

Anonymous Chief Marketing Officer

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It is hard to write strong marketing materials, ranging from white papers to media articles, without a lot of experience in technology and industry. Grizzly Analytics has that experience, and can use it to produce materials in your voice that will propel your marketing plan forward.

Your marketing plan, whether aiming for broad industry awareness or focused image among your target market, relies on having materials written with just the right examples and phrasing, the right “spin,” and the right application of your message to the topic of the material. Most importantly, you need this produced without taking a lot of time from your busy executives and staff.

Grizzly Analytics’ writing is well known throughout the industry, both in our reports and in our articles. This expertise can be adapted to your branding and positioning, to bring your message to market. We can work directly with your PR firm and marketing executives to tailor your materials to the requirements of each venue.

Prices vary between \$4000 and \$6000 for individual deliverables, or between \$3000 and \$4000 per month for sequences of regular deliverables at a lower price.

Contact Grizzly Analytics anytime to discuss your needs and how we can help. After an initial phone call, we will send you a proposal that will be customized to your specific needs and constraints. That proposal will be revised through follow-on discussion, until it meets your needs and fits your budget.

You can contact us in any of the following ways:



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We look forward to hearing from you!