



## Business Development & Marketing Services

At **EcoLogix**, we take pride in helping our clients succeed. Let our understanding and experience make your projects more manageable.

The business landscape is constantly changing, and your business needs to keep evolving in order to stay competitive in today's marketplace. Whether it is launching a new product line or even starting a new enterprise we can help you see the market from a holistic perspective to find your niche and drive growth and profits.

### Define the Market

EcoLogix Group can help your team by first looking at market size and trends to determine the target market for your product or business. Is the market sufficient to support your ideas and is that target market is growing or shrinking? We will develop an understanding of the need of potential customers and the value proposition you provide to those customers and determine if there is sufficient need or perceived need that you deliver. Additionally, we will explore any barriers to entry in the marketplace and how best to manage those barriers.

### Competitive Analysis

Are there other services that are similar to your business or product that provides the same or similar value proposition to potential customers? EcoLogix will look at these potential competitors and evaluate the effectiveness of those services and the niche of the proposed services. This analysis will determine whether your products or business will be more efficient, more cost effective, and meet the needs of the target market more competitively than other options or perceived options.

### Marketing & Promotion

Marketing and promoting is a vital component to ensure success. As part of our services, EcoLogix will look at different ways to creatively market and promote the product or business to the target market where they live and work. This will include developing a clear message based on the value proposition you provide to the target market and examine what channels will be most effective.



Matt Fleischer,  
Senior Associate



410.241.4320



[mfleischer@ecologixgroup.com](mailto:mfleischer@ecologixgroup.com)

## Viable Funding Sources

If needed, EcoLogix will explore private foundations, federal and quasi-federal grant opportunities, high net worth individuals, and institutional investors to help fund your business or product extension. We will look to see if other similar projects have been funded by these groups and determine a list of probable funding sources.

## Fiscal Analysis

EcoLogix will also work with your team to develop projected income, balance, and cash flow statements. We will make a set of assumptions that will drive the proforma financials statements and create different scenarios around those assumptions. We will also prepare a detailed start-up capital requirements statement that will outline each of the necessary capital expenditures to launch a business or new product.

## Marketing & Business Development Services

- Product or Business Branding
- New Product Extension
- Strategic Marketing Plans
- Market Analysis
- Competitive Analysis
- Pricing Strategies
- Sales Strategies & Forecasting
- Business Plans
- High Growth Infrastructures
- High-Stake Negotiations
- Profitability & Budget Analysis
- Capital Raises/Fundraising
- Board of Directors Management
- Partnership Development



## About EcoLogix Group

EcoLogix Group is an environmental strategy firm helping clients achieve challenging organizational and project goals. We specialize in managing real and perceived impacts to air, land, water, and people from operational practices and physical development projects, incorporating solutions that appropriately respond to concerns in ways that save our clients time and money, while producing better project outcomes. Our team has vast experience in helping seaports successfully address air quality impacts and other environmental concerns associated with port activity and associated goods movement.