



Microsoft ISVs Positioning for Growth

Executive Business Briefing
Monday 22nd March 2010
Microsoft Campus, Thames Valley Park, Reading

THE MOMENTUM ALLIANCE

Strength • Energy • Impetus

Organisational growth for any high potential ISV presents both significant new **opportunity** and **challenge**.

A number of software organisations recently put ‘access to capital’, ‘building effective routes to market’ and ‘driving overseas expansion’ at the top of the list of challenges faced by ISVs when striving for successful growth.

In response, The Momentum Alliance is holding an executive business briefing on ‘Positioning for Growth’, specifically for ISVs.

We would be delighted if you would join us to get insights into how to grow your business domestically or internationally, and to learn about best practice to overcome these key challenges.

The Momentum Alliance is a group of experienced Microsoft business partners who work closely with Microsoft partners around the world. The group includes experienced accountants, corporate finance experts, channel advisors, human resource experts and partner strategy experts with over seventy years’ experience within the ISV partner ecosystem.

We hope you will be able to attend; the briefing is being held at Microsoft Campus, Thames Valley Park, Reading on Monday 22nd March (10.00 am – 1.00 pm).

Places are limited, so please RSVP to caroline.egan@giant-step.co.uk by Friday 5th March to confirm your attendance.

We look forward to seeing you.

Regards,

Caroline Egan & Nigel Turner

Executive Partners

Giant Step, The Open Borders Group and The Momentum Alliance

