

Sales Improvement Services Edge Gain Case Study

Edge Gain

Edge Gain is a cutting edge technology training provider in the area of digital creation. Over the past four to five years the company has trained 1000's of students across the globe to create state of the art, digital content, in an online and interactive virtual classroom.

Much of the content has been produced to support learning and development in using the Adobe Creative suite and Edge Gain has worked closely with Adobe Education at Adobe Systems and continues to partner with them in helping the Creative Suite user base develop modern, digital media skills.

In 2015, Greg Hodgson, Founder and CEO of Edge Gain approached Sales Improvement Services to help develop a growth plan that would help the organisation grow from a small and innovative business, with one main customer into a leading provider of Digital Media training across the globe.

Plans have been developed to widen the customer space and two clear strategies for growth have emerged:

1. To create an online, virtual classroom to take Digital Creation into UK schools.
2. To widen the scope of support provided successfully to Adobe Systems by attracting other technology providers who require a global reach for their training and development content.

In place is a five year plan to grow the business year on year that includes consideration of:

- ✓ A Value proposition
- ✓ Customer relationships
- ✓ Customer Segments
- ✓ Channels
- ✓ Key Partners
- ✓ Key resources
- ✓ Key Activities
- ✓ Cost structure
- ✓ Revenue Streams
 - Transactional revenues
 - Recurring revenues



Visit <http://www.edgegainltd.com>

As a UK based micro business, Greg was able to take advantage of the Growth Accelerator Programme and he worked with Tim Anderson to produce a 5 year vision plan, a Business Canvas Model and a short and medium term cash forecast.



Comments from the team:

Greg Hodgson, Founder and CEO



The Growth Accelerator programme has helped me initially clarify a vision for the company and helped craft a plan that has accelerated both my understanding of where Edge Gain is heading and how we are going to get there.

Tim has challenged my thinking and supported the early stages of growth. I look forward to the meetings and clarity each session brings. Tim has helped me prioritise and at times keep sane. I would recommend the programme based upon my experiences to anyone hoping to clarify what their business is and figure out how best to move it forward.

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