

## AIM

Support a meeting management SaaS from Switzerland to penetrate the UK market. Offer actionable insights into the meeting management software segment, its potential market and competition.



## METHOD

- We conducted secondary market research with our proven methodology.
- In 16 days, we conducted a thorough analysis focused on the industries that have boards of directors in the UK, profiling of the board members, and research of the technologies used in the board meetings.
- Used LinkedIn for board member distribution data analysis across industry, size, and location.

## RESULTS

- Delivered a dazzling 40 pages long report to our client.
- Created a profile of the typical UK board member.
- Recommended the top 3 industries that they should target. Provided a list of potential partnerships and media.
- Provided an insightful overview of their top 15 direct and indirect competitors in the UK.

RECOMMENDED TOP 3  
IDEAL INDUSTRIES



FEATURE-BASED COMPARISON OF  
TOP 15 COMPETITORS



*Sherpany is a leading Swiss company in the development of innovative technology for executives, corporate secretaries, and directors, enabling large and mid-sized companies to turn meetings into value creators. With their easy to use and secure meeting management software, today's leaders can gain time to focus on decisions and improve the management of formal meetings.*

Got questions? Shoot us an e-mail and let's get *beezy!*

[Contact@BizzBeeSolutions.com](mailto:Contact@BizzBeeSolutions.com)