

Product as a Service

Amidst the pandemic something interesting is happening. It represents a window of opportunity to reflect, reimagine and rethink sustainability. We should take ownership of our planet and drive circular economy; eliminate over consumption and waste. Why buy and own while you can pay for usage? What is your game plan? Based on our experience, we share key elements to develop a winning Go2Market proposition with "Product as a Service"

Upstream Capital – *your dedicated partner to help realize your company's full potential, driven by data analytics*

- 4 we accelerate growth and optimize operational expenses with continuous improvement
- 4 we believe in hands-on value creation and create strategic options throughout the business life cycle
- 4 we align business strategy with operations. We drive customer satisfaction and productivity; helping supply products and solutions of outstanding quality, cost efficiently with shorter delivery times

How we differentiate ourselves

- 4 unbiased and objective advice to the benefit of our clients
- 4 hands-on strategic and operational value added approach. We work on-site with our clients in order to accelerate sustainable growth and value creation together
- 4 unique combination of skills business development, business transformation, corporate finance, capital raising, data science, lean six sigma and performance improvement

Our Services

Business Planning

- 4 A company wants to design a business growth plan, with strategic roadmap how to accelerate sales with an efficient and effective expense base

Business Transformation

- 4 A company wants to maximize value and eliminate waste. Based on data analytics, a company aims to optimize the flow of people, equipment and cash

Corporate Finance

- 4 Raising Capital - a company is seeking either growth capital or acquisition financing
- 4 Recapitalization - a company may seek to recapitalize its ownership structure to attract external investors or take out existing shareholders
- 4 Restructuring – a company wants or needs to (re)negotiate to improve or reset its financing terms and conditions
- 4 M&A and Valuation - Shareholders (incl. PE portfolio companies) are considering to sell the company

Product as a Service

Based on our experience, we share key elements of Product as a Service

- 1) This is a business model that allows customers to pay a regular fee for the usage of a capital good with service element without ownership (examples; pay per use, rental, lease)
- 2) Purpose – Why should you transform from product offering to Product as a Service? You will sell more with higher margins and stronger brand loyalty from your customers
- 3) Define your (Go2Market) strategy and policies
- 4) Invest in people and digitalisation to accelerate sales and drive installed base management
- 5) Optimise your logistics work process, incl. end of contract returns, remarketing and replacement
- 6) Do not invest in inventory or asset base. Appoint a financing business partner. Set extended producer responsibility and offload credit risk
- 7) Work closely together to train your salesforce, develop marketing and promotions, quotation tools and set standard residual values
- 8) This business model enables a circular economy without over consumption and minimizes waste

Contact us

In case you require support, please contact us

✉ info@upstreamcapital.nl

☎ +31 6 1518 4909

🌐 www.upstreamcapital.nl