RedMonk

NEW CLIENT KICKOFF CALL

Congratulations! You've decided to team with RedMonk

WHO

All client stakeholders should attend kickoff calls.
Typically this includes:

- Analyst Relations
- Marketing Team Leads (CMO)
- Founders
- DevRel, DevX
- Technology Leads (CTO)
- Product Team Leads (CPO)

WHAT

Provide an overview of your company, product, & team. This can be done through any combination of slides, a demo, & conversation. Ideally RedMonk should leave the call understanding:

- Company summary (brief history, size, where you're doing business, funding structure)
- Details about your products & services
- How you view the competitive landscape
- How you articulate the problem space
- How you position your offerings
- Target buyers & users
- Go-to-Market strategy
- Roadmap & desired goals
- Anything else that helps us understand who you are & where you're going

WHERE

Online. We use Zoom.

WHEN

As soon as possible!

New clients should reach out to Morgan Harris, RedMonk's fabulous Account & Engagement Manager to coordinate your kickoff.

We try to have as many analysts participate as possible so scheduling can be tricky. Start the process early.

WHY

So we can meet your team, you can meet our analysts, & we can begin the process of engagement planning (see our Menu of Services).

AGENDA

Ideal 60-minute kickoff call:

- ~10 minutes for intros
- ~40 minutes for a briefing/ demo/ questions
- ~10 minutes for discussing next steps.