



Collection of All egoboss Press Releases

July 2005 - December 2007

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"Technology investors back ensembli, to address the web's growing volume of news content"

Three experienced investors have teamed up to back a start-up company in Sheffield, looking to change the way people discover, share and consume breaking online news stories: ensembli has been set up by a group of experienced entrepreneurs who have worked closely with the investors to develop a plan to address this opportunity.

Sheffield, Yorkshire, UK (PRWEB) December 10, 2007

"The web has surfaced an unprecedented volume of mainstream and niche news content; ensembli seeks to provide a user experience that will make sense of the noise - with flair - in a timely, intuitive and engaging manner, building on the culture of networked social media," said Imran Ali, a former Deputy Director of Technology Research for Orange and a founding partner of Carbon Imagineering.

"Around 1,500,000 stories are posted to the internet each day: Google might do a great job of on-demand historical search, but we don't see anything effective available to help people get the news they need," said Edward French, Investment Director with Enterprise Ventures who led the deal.

Over the next few months the company plans to use the investment from the three funds to build on the talented team in the company, and trial groundbreaking technology that they believe will provide a compelling, breakthrough product.

Ian Pringle, formerly of France Telecom's high profile Technology Research Team and founder of innovation consultancy Inteleme, said: "This is a very exciting problem which is actually much more complex than it first appears. We believe we have a unique technical approach which allows us to manage the data in a new way which in turn delivers significant efficiencies to the end user."

Enterprise Ventures led the round through investment from its own Rising Stars Growth Fund and via its involvement with the new South Yorkshire Seedcorn Fund run by South Yorkshire Investment Fund. Also participating and helping shape the new venture was the team at the Viking Fund.

Jonathan Dixon, Deputy Chief Executive of South Yorkshire Investment Fund said: "This is among the first investments made by our new Seedcorn Fund. We are delighted to support this exciting Sheffield venture that unites bright people, great ideas and a partnership of three investment companies."

"Having three keen early-stage investors working together to develop companies from the earliest possible stage is exceptional," said Andrew Burton, MD of the Viking Fund. "It's certainly been an enjoyable - and we very much hope profitable - experience."

Carl Griffith, the original founder of the company summarised: "Having helped a number of international companies optimize their news management and analysis processes, I could see the real commercial potential for a web-enabled software solution. I approached a number of investors with a modest proposal and whilst many were intrigued by the concept, securing the funding commitment proved elusive. The Viking Fund and Enterprise Ventures saw a larger opportunity behind the original business plan and brought the people, technology and finance together to enable the execution of this exciting project."

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About ensembli

ensempli is a new company based in Sheffield which plans to change the way that people experience news on the internet. The details of its product will become apparent when the service launches in public beta in early 2008.

Contact: Carl Griffith, www.ensempli.com

About Enterprise Ventures

Enterprise Ventures is a leading provider of investment to small high growth companies. It can invest from £50,000 to £2,000,000 in companies from a variety of funds it manages. The Rising Stars Growth Funds (<http://www.rsgf.co.uk/index.shtml>) are successful early stage technology funds; to date these have backed around 40 early stage companies.

Contact: Deborah Moon, www.enterprise-ventures.co.uk

About Viking Fund

Viking Fund is a Yorkshire-wide, co-investment venture capital fund, specialising in providing finance for early-stage technology companies. The £5m fund was set up with UK government capital, under the DTI/Small Business Service's Early Growth Fund. It provides early-stage risk capital to match - on the same terms - that invested by business angels or other private sector investors.

Contact: Andrew Burton, www.vikingfund.co.uk

About the South Yorkshire Seedcorn Fund

South Yorkshire Investment Fund has launched a new pilot Seedcorn Fund to invest £4.6m in new and early stage technology and knowledge-based businesses. The new fund fills the gap in the local finance market for ventures that are often seen as too risky by mainstream investors. Successful applicants will be companies that are based on new and innovative technology with ideas that have strong potential and once in the market, are capable of rapid growth and provide a substantial multiple of the initial investment over a five year period.

Contact: Jonathan Dixon, www.syif.com

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Jonathan Priestley and Caroline Soulsby of Lee & Priestley LLP acted for ensembli Limited and the management team on the investment.

Anoushka Nanji of Halliwells LLP acted for the three Investment Funds throughout the investment.

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REMEMBER FAX? EMAIL IS THE NEW FAX. ARE YOU READY FOR RSS?

egoboss adopts RSS as its primary method of communication.

London - October 19, 2006 - "RSS (Really Simple Syndication) will become pervasive in the Knowledge Workplace." Whilst to many people RSS is still synonymous with personal blogging, the potential for RSS in the context of content-aggregation and knowledge correlation is very significant - but as yet relatively untapped. The same Gartner report this opening quotation is taken from (Gartner Research paper reference G00123673, R. Valdes) anticipates that by the end of 2006 application-generated RSS feeds would far exceed human generated content - a transition from blogging content to feeding the knowledge workplace.

"Email was a powerful and effective tool in the 1990s but the relentless proliferation of spam and viruses has forever tainted its credibility and relevance, and its sequential, chronological nature has become inappropriate to modern business - and social - needs," says Carl Griffith, founder of egoboss.

"egoboss - like many of our clients - needs to communicate many topics in real-time with many different people, across different time-zones. The need for secure, concise and reliable communication is paramount. Email no longer offers this and its time has been and gone, as has the time of the passive-reactive web-site. Combining RSS with an instant messenger tool means we can proactively communicate cleanly and effectively with our clients.

For generalized and less-urgent communications RSS will also be used for more than simply blogging; it will have a significant place in business-to-business scenarios, as well as being a facilitator within any company's internal communications structure." Currently, content aggregators and publishers are best positioned to fully exploit RSS but the real business (and social) implications will become increasingly apparent when RSS is better understood and recognized as a de facto methodology for the efficient and pure communication of information, for all types of user. Research by Yahoo! (http://publisher.yahoo.com/rss/RSS_whitePaper1004.pdf) has concluded that the benefits of using RSS are already clear to those who use RSS yet are not aware of how it functions. RSS is now ready to cross into the mainstream.

"The use of RSS in web sites is increasingly commonplace, but still very few general internet users are aware of its potential; typically it is only fully used by those within the information technology and media sectors. However, many general users are unknowingly already using RSS within their personalized home page/s, via general internet browsing and web-based information gathering," added Carl Griffith. "Future releases by egoboss will deliver the most effective of competition-analysis and related business services to our clients - via RSS, along with associated Web 2.0 services.

"The discreet, filtered, proactive and hyperlink driven nature of RSS is perfect for all kinds of critical communication and we are positioning ourselves to become a leading provider of RSS-enabled communications for our clients. Would you use Fax to send an urgent message to a client? Of course not - and soon email will be perceived in that same way."

About egoboss

egoboss "Automates Success" - providing targeted consulting services and a unique online and interactive portal for competitive analysis and strategic planning. egoboss works with a broad range of clients in the global software industry, specializing in ISVs, VCs, New Media and industry Analysts. For more information, visit www.egoboss.com.

Contact: Carl Rahn Griffith, info@egoboss.com

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CONNECTING FOR GROWTH - WHERE KNOWLEDGE IS POWER.

egoboss participates in inaugural 'Connecting for Growth' programme, hosted by Yorkshire Bank, in association with Leeds University Business School.

London - July 3, 2006 - The challenges of business growth are generic to all of us, regardless of whether you are a software company, an accountancy firm or the CEO of a global business. The 'Connecting for Growth' programme addresses these challenges with the mantra of 'Knowledge is Power'.

In association with Leeds University Business School, Yorkshire Bank (a member of the National Australia Bank group) recently hosted the inaugural 'Connecting for Growth' programme, attended by egoboss' founder, Carl Rahn Griffith. In two intensive days the programme offered the chance to get away from the day-to-day pressures of one's own business, to spend time concentrating on business growth.

Applying the lessons learnt from the programme has already resulted in tangible benefits in the case of egoboss. "The course content and presentation was of the highest caliber, and directly relevant to my own business challenges. I can best describe it as a real-world micro-MBA programme," says Carl Rahn Griffith, founder of egoboss. "egoboss offers an interactive online portal along with in-person consulting services for Independent Software Vendors throughout Europe, the USA, and the Middle East, delivering competition analyses, growth strategies, and market positioning. The programme helped me better understand how to focus on the benefits I offer my own clients. 'Knowledge is Power' has never been more important."

Programme content embraced a number of challenging and stimulating topics, including 'Shaping Change', 'Rethinking Strategy', 'Strategic Decision Making', and 'Effective Marketing'.

Mike Darlow, Yorkshire Bank's Managing Partner (Leeds), explained how the 'Connecting for Growth' programme came about. "The common perception these days is that all banks provide pretty much the same services at pretty much the same prices so, for us, the key to growth really is differentiation. At Yorkshire Bank we feel we can do this by adding value at every opportunity. Leeds University Business School is one of the leading business educational establishments around and we are proud to be involved with them. There's strong competition out there, but it's fantastic whenever I hear from members that they like the way that we're doing business these days."

Carl Rahn Griffith echoes Mike's comments. "The 'Connecting for Growth' programme delivers pragmatic and powerful content that one can directly apply to one's own business. It's refreshing to see a leading bank such as Yorkshire Bank join forces with a respected business education institution such as Leeds University Business School, to co-develop a programme that is so relevant and effective. The worlds of academia and finance sometimes seem detached from the day-today reality of one's own business, but this initiative shows that this is not necessarily always the case. I am sure my own business will be all the more successful because of my attending the programme, and I would like to thank both Yorkshire Bank and Leeds University Business School for inviting me to participate in the inaugural 'Connecting for Growth' programme."

About egoboss

egoboss is "Automating Success" - targeted consulting services and a unique online portal for competitive analysis and strategic planning. egoboss works with a broad range of clients in the global software industry, specializing in ISV's, VC's, and industry Analysts. For more information, visit www.egoboss.com.

Contact: Carl Rahn Griffith, info@egoboss.com

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EGOBOSS PARTNERS WITH KINETIC WISDOM & THE STRATEGY PLANNING INSTITUTE TO OFFER COMPLEMENTARY COMPETITION THREAT & SWOT ANALYSIS SOLUTION - "SWOT EXPERT".

"SWOT Expert" is an interactive, multimedia approach to SWOT analysis and complements the egoboss philosophy of real-time business development automation for Independent Software Vendors (ISVs).

London - April 7, 2006 - Kinetic Wisdom and the Strategy Planning Institute (co-authors of the established "MISSION Expert" strategy planning tool) have addressed contemporary SWOT and competition threat analysis challenges with the recent release of "SWOT Expert" which enables an intuitive, interactive and multimedia SWOT process, creating a structured and visualized SWOT analysis report.

egoboss's own SWOT analysis and related services focus on the ISV community, whilst Kinetic Wisdom and the Strategy Planning Institute work in many diverse business sectors, globally. All share the same core beliefs regarding the delivery of effective, modern business development services. From the egoboss perspective, ISVs need to urgently adopt a contemporary business culture to best identify new products, services and market niches, and then execute on pragmatic marketing strategies for real growth and increased profitability. To be successful an ISV needs to have a real-time understanding of real-world competitive issues - not just market opportunities.

Based in Illinois, USA, Kinetic Wisdom and the Strategy Planning Institute have a history of delivering strategic planning solutions for a global customer base, as testified by the success of the already well-established "MISSION Expert". Their combined management teams features alumni from IBM, McKinsey and Accenture.

egoboss will offer “SWOT Expert” to complement its own services for ISVs such as identifying new geographic and vertical markets, competition and SWOT analysis, M&A profiling, securing VC funding, IPO transitions, and more. “Real-time competition threat analysis and SWOT visualization is key to enabling and executing a rapid, clear and effective business strategy,” said Brian Briggs of Kinetic Wisdom. “We’re delighted to have this opportunity to work with an industry-focused partner like egoboss, who reflects our own core values and enables us to extend the offering of our solutions to the ISV community.”

“Kinetic Wisdom and the Strategy Planning Institute understand that the ISV community needs to be more effective in its SWOT and competition analysis; this is the core focus of egoboss. ISVs will only be successful if they embrace a modern approach to analyzing and visualizing competition threats, SWOT metrics and market opportunities, in conjunction with a commitment to understanding what their customers really need,” added Carl Griffith, Founder and President of egoboss.

About Kinetic Wisdom and the Strategy Planning Institute

Joint developments from the Strategy Planning Institute and Kinetic Wisdom - formed from IBM, McKinsey and Accenture alumni - thus far include “MISSION Expert” and “SWOT Expert”. For more information, visit www.swotexpert.com and www.missionexpert.com.

About egoboss

egoboss is focused on “Automating Success” - delivering targeted consulting services and a unique interactive, proactive platform for competitive analysis and strategic planning. egoboss works with a broad range of customers in the worldwide software and IT industries, specializing in ISVs, VCs, new media, and industry analysts. For more information, visit www.egoboss.com.

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BLUE PEA POD PARTNERS WITH TOP EUROPEAN MARKETING CONSULTING FIRM EGOBOSS TO ADDRESS GLOBAL CLIENT NEEDS

Agencies Will Collaborate to Deliver an Innovative Range of Integrated, Intercultural Services to Businesses Across Europe, the US, and Asia.

London - March 2, 2006 - blue pea POD, experts in utilising people and organizational dynamics for business growth, today announced a strategic relationship with egoboss, a leading European marketing consulting firm. blue pea POD and egoboss will collaborate on joint accounts to complement and extend each other's localized experience and expertise for a broad range of international marketing and consulting activities.

blue pea POD and egoboss share a complementary approach to helping companies penetrate new and established markets by developing strategies and programs that reflect an in-depth understanding of local market dynamics, business, culture, and other nuances. Based in the UK, blue pea POD works closely with companies throughout Europe, the Far East and the US, seeking to build on their strengths and cultural capital. Using cutting edge approaches with their clients they enable them to harness the power of their brand, talents and culture for business growth.

egoboss combines an interactive online portal with in-person consulting services to provide software and IT companies throughout Europe, the US, and the Middle East with competitive analyses, growth strategies, and market positioning to support global business initiatives such as entering new geographic markets, mergers & acquisitions, venture capital funding, initial public offerings, and more. Together, blue pea POD and egoboss will enable companies with global marketing needs to gain the competitive edge they need in their target markets around the world.

“These days truly successful companies are taking the time to understand their deep identity and stand out from the crowds. They’re now drawing on their cultural capital to achieve financial growth and using their strengths to achieve results. With this expertise as our bedrock, blue pea POD has helped a growing number of international clients achieve the business growth and success they desire,” said Ruth Sanderson, Founder and President of blue pea POD. “We’re excited to collaborate with a partner like egoboss, who brings a shared vision and values to deliver a range of additional services to our clients.”

“Like egoboss, blue pea POD understands the critical need for businesses to optimize their global marketing strategies for local audiences in order to truly achieve local market penetration and success,” added Carl Griffith, Founder and President of egoboss. “The blue pea POD approach is an exciting one that is both innovative and proven. We look forward to providing our joint customers with access to an innovative range of capabilities, infused with a common approach to achieving real-world success.”

About blue pea POD

Experts in deep identity and harnessing the power of unique people and organizational dynamics, blue pea POD specializes in identifying the clients cultural, talent and brand strengths and focusing on these for business growth and success. The blue pea POD team has worked extensively with businesses in the UK, Netherlands, Asia and the United States. The company’s services include archetypal branding, organizational culture change, personal communication and growth leadership. For more information, visit www.bluepeapod.com.

About egoboss

egoboss is focused on “Automating Success” - delivering targeted consulting services and a unique online platform for competitive analysis and strategic planning. egoboss works with a broad range of customers in the worldwide IT and software industries, specializing in ISVs, VCs, and industry Analysts. For more information, visit www.egoboss.com.

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WHO ANALYZES THE ANALYST?

The Independent Software Vendor community relies upon market data and commentary from specialised Analyst organizations to make informed decisions on product strategy, technology trends and international markets. However, the sheer volume of information available via a variety of Analyst firms causes confusion within many ISVs.

London - March 2, 2006 - "Traditional Analyst organizations have historically served the ISV community well," says Carl Griffith, founder of egoboss. "However, the sheer volume of data and commentary that is now produced by a variety of Analyst organizations means that there is an obesity of information resulting in data overload and overlap for the ISV wishing to make informed decisions."

"Our real-world experience of working with ISVs, VCs, Analysts, the Media and consumers of IT, means we can rapidly correlate the information that is available and filter it according to our client's needs. This extends to ensuring the client is sourcing the right type of information from the appropriate Analyst organization."

"Generic data and commentary needs to be consolidated and placed into context for the client. For example, just the simple graphical rendering of a multitude of statistical trends can suddenly enhance the clarity and relevance of research. For the client it now becomes something concise, with a powerful visual message in context to their business. It is a fact that many ISVs offer similar products, so it is vital that they clearly understand their target markets and the market forces that are at work."

“Consolidated SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis ensures all relevant parties within the ISV organization understand what is required for success,” concluded Carl Griffith.

By asking, “Who Analyzes the Analyst?” egoboss enables ISVs to rapidly absorb relevant data and analysis; enabling targeted product development, compelling competitive assessments and identifying new market opportunities - by both geography and vertical industry. To learn more, interested parties should contact egoboss for a complimentary copy of the White Paper, “Who Analyzes the Analyst?”

About egoboss

egoboss is focused on “Automating Success” - delivering targeted consulting services and a unique online platform for competitive analysis and strategic planning. egoboss works with a broad range of customers in the worldwide IT and software industries, specializing in ISVs, VCs, and industry Analysts. For more information, visit www.egoboss.com.

Strategic partners to egoboss include Made-to-Market, a German-American Marketing Services organization (www.madetomarket.com) that specializes in bi-lingual, bi-cultural marketing communications, and blue pea POD, deep identity specialists who enable organizations to harness the power of unique people and organizational dynamics (www.bluepeapod.com).

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EGOBOSS TO USE EBAY TO OFFER COMPETITION ANALYSIS & BUSINESS INTELLIGENCE SOLUTION FOR INDEPENDENT SOFTWARE VENDORS

Delivering a competition analysis & business intelligence solution focused on accelerating the speed of business development within the Independent Software Vendor sector, via the world's largest open market, eBay.

London - February 8th, 2006 - "Using eBay will enable us to liberate research that has hitherto been seen as specialised and expensive," says Carl Griffith, founder of egoboss. "Our mission is to accelerate and automate the sales and marketing effectiveness of smaller Independent Software Vendors. Business Development has to become real-time to maximize tactical as well as strategic opportunities."

Based in England but operating internationally, egoboss provides competitive analyses, growth strategies, and market positioning to support global business initiatives such as mergers & acquisitions, venture capital funding, initial public offerings, and more.

"Our extensive experience of using the Internet to work with international, high technology customers means we are uniquely placed to offer an affordable solution that addresses the specialized business intelligence needs of Independent Software Vendors. Any smaller software vendor can be empowered by having easier access to such services. This translates into increased effectiveness, new sales revenues and increased profitability."

"We believe that affordable and effective business intelligence services should be made more accessible to aspirational Independent Software Vendors," said Carl Griffith.

"New Routes-to-Market are evolving all the time, and we believe that by adopting eBay as a medium, we are introducing our innovative services to a diverse, global audience of ISVs."

"Using an open trading forum such as eBay is an entirely natural extension to our successful Internet oriented consulting services. Vendors in the consumer technology sectors already understand the value of real-time competition analysis and business intelligence; we are confident that this initiative will be of great relevance to many ISVs, and also to complementary sectors such as venture capitalist's and industry analysts. Ad hoc tactical research and advice is as important as strategic planning and the real-time needs of ad hoc tactical projects are ideally suited to the Internet as a delivery platform."

About egoboss

egoboss is focused on "Automating Success," delivering targeted consulting services and a unique online platform for competitive analysis and strategic planning. egoboss works with a broad range of customers in the worldwide IT and software industries, specializing in ISVs, VCs, and industry analysts. For more information, visit www.egoboss.com.

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MADE-TO-MARKET PARTNERS WITH TOP EUROPEAN MARKETING CONSULTING FIRM EGOBOSS TO ADDRESS GLOBAL CLIENT NEEDS

Agencies Will Collaborate to Deliver a Broad Range of Integrated, Intercultural Services to Businesses Across Europe, the US, and the Middle East.

NEW YORK - January 4, 2006 - Made-to-Market, experts in providing cross-cultural marketing and business services for German and American companies, today announced a strategic relationship with egoboss, a leading European marketing consulting firm. Made-to-Market and egoboss will collaborate on joint accounts to complement and extend each other's localized experience and expertise for a broad range of international marketing and consulting activities.

Made-to-Market and egoboss share a complementary approach to helping companies penetrate new and established markets by developing strategies and programs that reflect an in-depth understanding of local language, business, culture, and nuances. Made-to-Market works closely with German/American companies seeking to establish and grow their presence in the US and/or in German-speaking countries such as Germany and Austria.

Based in New York, the agency offers proven multi-lingual, multi-cultural know-how across the full scope of marketing services - including strategic planning, market research, advertising, public relations, graphic design, web and interactive, and more.

Across the pond in London, egoboss combines an interactive online portal with in-person consulting services to provide software and IT companies throughout Europe, the US, and the Middle East with competitive analyses, growth strategies, and market positioning to support global business initiatives such as mergers & acquisitions, venture capital funding, initial public offerings, and more.

Together, Made-to-Market and egoboss will enable companies with global marketing needs to gain a local edge in their target markets around the world.

“Contrary to popular belief, competing successfully in the worldwide market does not mean thinking globally, but rather, thinking locally on a global level. With this as our cornerstone, Made-to-Market has helped a growing number of international clients establish a significant local presence in new and emerging markets,” said Yvette Schwerdt, Founder and President of Made-to-Market. “We’re excited to collaborate with a partner like egoboss, who brings a similar vision to deliver a range of additional services to our clients.”

“Like egoboss, Made-to-Market understands the critical need for businesses to optimize their global marketing strategies for local audiences in order to truly achieve local market penetration and success,” added Carl Griffith, Founder and President of egoboss. “We look forward to providing our joint customers with access to a broad range of capabilities, infused with a common approach to success.”

About Made-to-Market

Experts in cross-cultural marketing and bilingual in German and English, MADE-to-MARKET specializes in German-American business services. The MADE-to-MARKET team has worked extensively with both business and consumer audiences in the United States, and in all German-speaking countries, including Germany, Austria, and Switzerland.

The company’s services include marketing strategy and research, translation and copywriting, web site design and development, search engine optimization, marketing collateral creation, event marketing and trade shows, public relations, and more, across both the German and American markets. For more information, visit www.madetomarket.com.

About egoboss

egoboss is focused on "Automating Success," delivering targeted consulting services and a unique online platform for competitive analysis and strategic planning. egoboss works with a broad range of customers in the worldwide IT and software industries, specializing in ISVs, VCs, and industry analysts. For more information, visit www.egoboss.com.

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EGOBOSS PROACTIVE PORTAL; LIVE DEMONSTRATION NOW AVAILABLE

egoboss is about "Automating Success" - a unique Online Competition and Market Analysis Platform for Product Managers and Business Developers, egoboss is focused on Automating Success for Independent Software Vendors, Venture Capitalists, Consumers of Information Technology and Industry Analysts.

London, UK (October 3rd, 2005) - On schedule, egoboss today announces the launch of its Proactive Portal for Competition and Market Analysis - see www.egoboss.com/portal.htm - so potential clients can sample the concept, online.

A bespoke Portal will be created for each client, upon their registration and subsequent Portal Profiling by egoboss.

This approach radically extends the effectiveness of conventional consultancy services, and allows ISV's, Industry Analysts, VC's and IT consumers alike to rapidly understand new market opportunities and competition issues. The egoboss Proactive Portal clearly sets egoboss apart from traditional IT Industry Analyst services by providing proactive, focused, and concise information, along with appropriate recommendations, to accelerate business development. All with the global, real-time reach of the Internet.

Since the initial launch of egoboss in September 2004, there has been strong International demand for egoboss's consulting services, which are based on over two decades of experience in all aspects of IT, Software and Business Development, Internationally.

Describing the egoboss approach to contemporary consulting, the founder, Carl Griffith, explains the significance of this release. "Our Proactive Portal uses the real-time and global reach of the Internet and so means our clients no longer need to subscribe to traditional, reactive and monolithic information services.

The services offered will in time be extended to encompass situation-based search features, workshop forums and business alerts. Proactive Portals are increasingly commonplace in the context of personal blogs and bespoke home pages such as Yahoo! yet - ironically - Information Technology businesses have been slow in understanding the potential of this approach, and how it can accelerate and automate a better understanding of their competition and new market opportunities, so Automating Success.

From an Investor and Partner perspective this is also significant. Consulting is a finite service, which is not scalable and is predicated on huge amounts of human resources for research, compilation of reports and their delivery. The cost base for this approach is prohibitive and does not address real-time, global markets. The egoboss approach delivers consulting as an online service and it so becomes a product which is infinitely scalable."

By offering flexible subscription and ad hoc licensing models, egoboss is accelerating its growth in Europe and the USA. An Accredited franchisee program will be launched in Q1, 2006.

About egoboss - Established in September 2004, egoboss is about "Automating Success" via its unique Online Competition and Market Analysis Platform; egoboss caters for users from all business sectors worldwide, with special focus regarding ISV's, VC's, and Industry Analysts.

Potential Investors and Partners are invited to contact egoboss directly for further information.

Contact:

Carl Griffith, egoboss

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FRANCHISEE CERTIFICATION CAMPAIGN BEGINS WITH THE TRADEMARKING OF EGOBOSS

egoboss's global development enters its next phase with Trademarking of the egoboss name and logo, to create a global brand value and identity for local leverage by Certified Franchisee's, globally.

egoboss (TM) is about "Automating Success" -- the "egoboss Proactive Portal" is a unique Online Competition and Market Analysis Platform for Product Managers and Business Developers. egoboss is focused on "Automating Success" for Independent Software Vendors, Venture Capitalists, Media, Consumers of Information Technology and Industry Analysts.

London, UK (PRWEB) October 17, 2005 -- In preparation for the Q1 2006 Certified Franchisee campaign for egoboss, the egoboss brand has been Trademarked, effective as of October 10th, 2005.

This is fundamental to an aggressive campaign planned for execution during 2006 to communicate the value of the egoboss brand, globally.

"The egoboss Proactive Portal radically alters how technology companies and customers and/or professionals involved in technology will use market intelligence and competitive analysis. This next phase of egoboss's global business development mirrors how egoboss accelerates the development of its own clients businesses.

The Franchisee Certification program, commencing Q1 2006, will further reinforce egoboss as a global brand and set of values, offering a local execution presence, where appropriate, via Certified Franchisee's," said Carl Griffith, the founder of egoboss, in describing this next phase of egoboss's global growth.

About egoboss (TM) -- Established in September 2004, egoboss is about "Automating Success" via its unique Online Competition and Market Analysis Platform, delivered via the "egoboss Proactive Portal". egoboss caters for users from all business sectors worldwide, with special focus regarding ISV's, VC's, Media, Consumers of IT and Industry Analysts.

Potential Investors, Franchisee's and Partners are invited to contact egoboss directly for further information.

Contact:

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EGOBOSS PROACTIVE PORTAL WILL SIMPLIFY & AUTOMATE COMPETITION ANALYSIS & BUSINESS DEVELOPMENT FOR ISVS

egoboss is about "Automating Success" via a unique online competition analysis platform for professional and confidential product management and business development. egoboss caters for users from all business sectors worldwide, with special focus regarding ISV's, VC's, and Industry Analysts.

London, UK (PRWEB) July 30, 2005 -- As a precursor to the full release of the egoboss Proactive Portal, egoboss today announces the launch of its new web site (www.egoboss.com), detailing its services regarding competition analysis and business development.

This move, made by egoboss to extend its successful conventional consultancy services, allows ISV's, Industry Analysts, VC's and IT customers alike to rapidly understand new market opportunities and competitive issues. The egoboss Proactive Portal clearly sets egoboss apart from traditional IT Industry Analyst services by providing proactive, focused, and concise information along with appropriate recommendations to accelerate business development.

The mantra of egoboss is "Automating Success" and since the initial launch of egoboss in September 2004, there has been strong International demand for egoboss's consulting services, which are based on over two decades of experience in all aspects of IT, Software and Business Development, Internationally.

Clients may register with egoboss and use the services on either a subscription or ad hoc basis, as preferred.

Describing the egoboss approach to contemporary consulting, the founder, Carl Griffith, explains the benefits of such an approach. "Our business is here to better utilise the technology we are all familiar with; the real-time global reach of the Internet means our clients no longer need to annually subscribe to monolithic, costly, legacy information services for their particular areas of interest.

The wide range of services offered, such as demographics, competition analysis, search features, forums and business event management will automatically be provided via the egoboss Proactive Portal. The efficiencies gained by informed, rapid decision-making by Product Managers, Marketeers and Strategists within an ISV, for example, are manifold. Think of this approach as how you acquire your tailored news via a Portal such as Yahoo! as opposed to having to read through several publications and surf dozens of web sites each day, to better understand your competition and new business opportunities."

By offering its subscription or ad hoc business models, and the ongoing development of its software and services, egoboss is accelerating its growth in Europe and the USA.

About egoboss - egoboss is about "Automating Success" via a unique online competition analysis platform for professional and confidential product management and business development. egoboss caters for users from all business sectors worldwide, with special focus regarding ISV's, VC's, and Industry Analysts.

Contact:

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