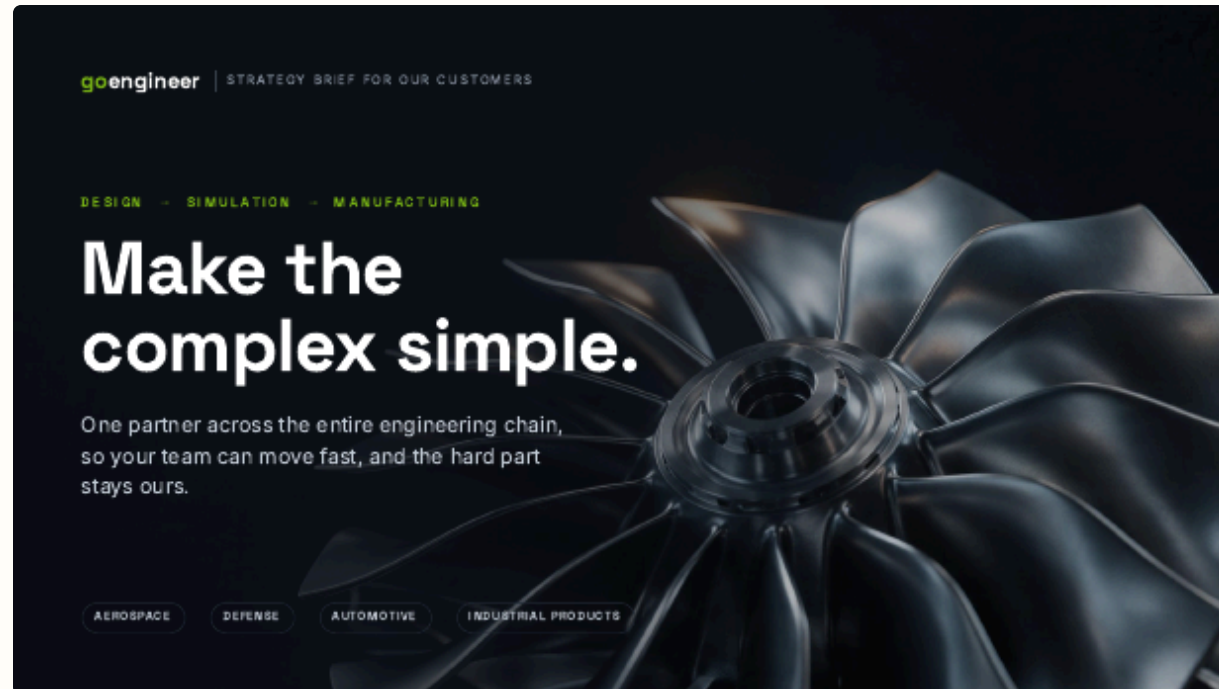


Start here



Everything is on your workbench, on the right. Two deliverables, one strategy — here's the box, piece by piece.

Open first — The Strategy Pack (customer deck). The main deliverable, in two lives. The print pack is the leave-behind: 11 designed pages that open on your buyer's real problem — the design-to-manufacturing chain is fragmented across separate tools and vendors, and the integration risk lands on their engineering team — then answer it in one move: GoEngineer carries the whole chain under one roof. Design, simulation, and manufacturing each get a page proving the real capability, a read for all four verticals, and the experts-and-training layer. Every capability claim is read from your own site.

The live version. The same deck as a scrollable page you send after the meeting or present from. Opens in any browser, reads on its own — nothing drifts between it and the print pack.

Adjacent Markets Strategy Map — Internal, Leadership Only. Your companion piece, not for customers: the adjacency thesis scored across four axes, medical devices leading, energy and robotics behind it, each with its integration pain

and one concrete wedge. Confidential-marked on every page, so no slide travels without its classification.

One thing still yours to settle: your site says both "35 years" and "40+ years" about your history. I built the customer deck to 35 per the brief. Tell me the right number and I'll make it consistent across the pack — and you may want to fix it on the site while you're at it. Everything else is grounded and ready to hand a buyer.

What is in the kit

1 **The Strategy Pack (customer deck, print)** (open this first)

`deck/goengineer-strategy.pdf`

Opens in any PDF reader (Preview, Acrobat, or a browser).

The leave-behind. 11 designed pages a rep talks to on screen and prints or mails — opens on the buyer's fragmented-chain problem and answers it with your whole-chain strategy. Every capability claim read from your own site.

2 **The Strategy Pack (live version)**

`deck/goengineer-strategy-companion.html`

Opens in any web browser: double-click it, or open it from your phone's files app.

The same deck as a scrollable page you send after the meeting or present from — opens in any browser, reads on its own.

3 **Adjacent Markets Strategy Map — Internal (Leadership Only)**

`deck/goengineer-adjacent-markets.pdf`

Opens in any PDF reader (Preview, Acrobat, or a browser).

For you and your leadership only. The adjacency thesis scored across four axes, each lead market with its integration pain and one concrete wedge. Confidential-marked on every page. Not for customers.