

Open Slide & Services specialise in technological solutions for speakers and presentation management. Established in 2009, the start-up grew rapidly and continuously developed new products. Nowadays, they are the preferred supplier for many associations and congress organisers in France and abroad.

Background

With thousands of professional associations established in Brussels, Belgium is a flourishing environment for market penetration and revenue generation.

Open Slide identified this growth opportunity and recently decided to develop their business in the European capital.

Feasibility study

To determine if growth potential was as big as expected, Connected Concepts were asked to prepare a feasibility study and provide market intelligence.

Open Slide were also interested in knowing how they could best organise and structure their new office, soon to be opened in Brussels.

Market report

Our team prepared a thorough market report and business development plan. We presented the key selling points, target customers and product innovations and provided advice on managing and structuring the new office, including HR support for recruiting staff.



Top: Open Slide presentation management system in use

Middle: Projection using the Open Slide presentation distribution system

Bottom: Helping speakers fine-tuning their presentations

“I’ve known Yves and Cristina from their time at ICEO, one of the leading Belgian PCOs. When we decided to open a new office in Brussels, it seemed obvious to ask Connected Concepts to help us with this important venture. We were impressed with the quality of their business insight, research and proposed solutions, for each stage of our development project, from market studies to office structuring and even recruitment advice. Impeccable service and a permanent drive for the highest quality in everything they deliver.”

Raoul Coltier, Founder & CEO

OS Open Slide
& Services

Take a look at more recent projects and explore the possibilities: www.connectedconcepts.eu

Or contact us for more information:
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