



## Case Study: Developing new revenue streams

### › Situation

A major North American professional sports league was interested in entering an adjacent industry to revitalize its revenue and profitability.

### › Objective

The senior management called in Accelteon to objectively assess the potential of the opportunity and determine the best course of action.

### › Methodology

We researched the industry and sized the market potential of the new opportunity. We interviewed industry experts, performed financial analysis and analyzed our client's capabilities.

### › Results

The changing dynamics of the industry coupled with our projections of a soft demand for our client's product clearly indicated that the new opportunity would be unfavourable. We recommended our client leverage existing partnerships rather than make a direct investment. Our client signed a multi-year deal with one of its partners which continues to produce a significant portion of their revenues.

*"Accelteon Partners Inc. delivered top-quality results in a very tight timeframe. Their in-depth research and analysis of complex issues was clearly presented and was vital for us to move forward with one of our strategic initiatives. I would highly recommend Accelteon to any organization looking for insights, recommendations and strategies on how to proceed into a new line of business or venture."*