



Engagement Overview: Melodeo, Inc.

Company Profile

Melodeo is a privately held company in Seattle, Washington, dedicated to creating software and services to bring digital media content to mobile phones. Currently, Melodeo provides wireless operators and phone handset manufacturers software that enables delivery of secure digital content to wireless subscribers through an easy-to-use, dynamic user interface. Melodeo was interested in expanding its product portfolio to increase firm value and reduce time to profitability, and retained Mobile Centric to assist them in this initiative.

Project Description

Mobile Centric evaluated a new product opportunity that looked at how to leverage the company's core competency in client/server mobile applications and expand their product portfolio. To do this, Mobile Centric assessed a broad market opportunity, the target user profile, operational considerations for the proposed product, and ultimately whether this could be a viable business opportunity for them. Specific deliverables of the engagement included market sizing, target demographic identification, user experience requirements, go to market options and high level revenue projections.

“Bringing in Mobile Centric allowed us to explore additional revenue opportunities without losing momentum in our core business objectives. They were quick to understand our technology and business needs and their findings helped us understand a new potential customer segment and how our products could best serve them. Their holistic approach to product introduction allowed us to effectively evaluate the opportunity and make sound business decisions.”

- Jim Billmaier, CEO, Melodeo

Project Deliverables

- Analysis of industry trends, customer needs, and competitive landscape
- Segmentation and prioritization of all audiences
- Product feature functionality requirements and corresponding operational impacts
- Input for prototype development
- Multiple business models and supporting paths to market
- High level 24 month financials
- Content category definition
- Partnership opportunity identification
- Investor and partner specific pitch decks

Client Contact

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