

Case Study Exit Questionnaire Testimonial – Startup Food Producer in New York

Client/Company Name withheld for confidentiality purposes

1. During your project or time-block, what do you feel was the primary value received?

As a new business start-up, it was important for us to understand the distinct language used in the Specialty Food industry. Everyday common parlance can be simply - unacceptable - especially when preparing White Papers for external consumption or other marketing material, for that matter. Use of incorrect language can also be a certain indication that you are a “newbie” in this industry. Understanding the distinct language and specialized terms used in the Specialty Food industry is also essential to more effective internal research - and **Ryan was invaluable in this regard**. Specific topics cannot be researched effectively unless the proper search terms are used. Any serious, thorough business organization needs to be diligent in this regard - as it is a direct reflection of your competence and commitment to whatever you are planning to accomplish in this industry. This is one of the reasons why Ryan Montague is as valuable as he is as a Specialty Food consultant. **Ryan possesses great knowledge of the Specialty Food industry** and some of the value and benefits in working with Ryan are not quite as obvious as others. Of course, Ryan’s primary value is that **he will advise and guide you in the right direction in terms of accomplishing your goals - and Ryan did exactly that in our case** - however - there are important *secondary benefits* and value in working with Ryan which are very advantageous - which we have indicated in this answer.

2. What areas did you feel the project could have been more successful, and/or what areas did you feel Ryan and/or his team failed to meet your expectations?

Our expectations were met and we were very satisfied with Ryan’s approach.

3. Has your experience with Ryan and/or his team during this project helped you realized a/any new direction(s) for your business and current initiatives? If so, how?

In our particular situation, our direction has always been, in large part, fairly clear - the **Advantage of having Ryan as a consultant** is that he also acts as a “sounding board” which **helps to ensure that the path your business is taking is the correct one**.

4. Have you seen any tangible gains during this project (i.e. revenue increases, more traffic, higher conversion rates, new retail accounts, increased margins/profitability, etc.)?

Our business is pre-revenue - however - **we have no doubt that the path we are taking is, in fact, the correct one - thanks to Ryan**.

5. Have you experienced any intangible or subjective gains during this project (i.e. increased staff morale, encouragement, positive reinforcement for current direction, optimism about new direction(s), etc)?

We have always been cautiously optimistic regarding our product - working with Ryan served to validate that. Yes - **we are very encouraged and even more optimistic after working with Ryan.** We believe we have every reason to be.

6. How could Ryan and/or his staff improve if you were to continue working together after this project or time-block?

This is a difficult question to answer - suffice to say **working with Ryan is a partnership.** Any business that brings Ryan on as a consultant needs to understand that Ryan is not a mindreader - therefore - in our opinion - it is incumbent on any client of Ryan's to do their "homework" so to speak. If you do that - **Ryan will expand your knowledge base and help your business to succeed all the more.** The more Ryan has to work with - the more information he has regarding your business - the greater the benefit to the client and the success of your endeavor.

7. Would you be willing to write a brief testimonial describing your satisfaction with Ryan and/or his staff thus far? This would only be used for marketing purposes on our website and would not include your company name if requested

Yes - absolutely.