



[www.blustarconsulting.com](http://www.blustarconsulting.com)

Insights. Strategy. Leadership.

# About US

BluStar is a virtual strategic consultancy dedicated to assisting clients as they develop & launch successful products. We are passionate about the power of insights, and their impact on developing products that truly meet consumers' needs. We believe everyone should be able to hear the voice of their customer and that customers should be part of the entire development process.

Over the past 20 years we have been involved with the introduction of new products & new companies, and even the re-launch of existing ones. We've worked with many different customer types including rare disease patients, elderly consumers, business professionals, educators, and sports enthusiasts. We have been able to illuminate the nuances of their needs and experiences, and work with our clients to develop meaningful products and launch strategies targeted to their ideal customer segment.



# About ME

Hi! I'm ROBIN BATEMAN, and I created BluStar Consulting to pull together subject-matter experts and technical specialists to help more clients gather more insights more often. By working virtually, and using online mobile technology, we can reduce overhead and provide more clients the opportunity to talk to their customers throughout the product development and launch process.

My commercial experience includes new product testing, product profile development, packaging, positioning, naming, branding, tracking, and more. I have worked in many market sectors including BioPharma, Devices, Consumer Goods and Mobile Technology.

I have worked as a bench scientist, an account executive, and as the head of numerous market research / global intelligence groups in the healthcare industry. I combine skills from all these experiences to uncover hidden insights, identify patterns, and "see" the story and path that will make your product a success.

I have a BS in Biology from the University of North Carolina at Chapel Hill, and an MBA from The Fuqua School of Business at Duke University. I have worked and lived globally for the past 20 years and love to travel. My hobbies – SCUBA Diving and Photography have led me to become increasingly involved in Ocean Conservation and Education – ask me how we can all help with small changes to our lifestyles.





# Our Capabilities

How We Help You



# Strategic Planning

Our experience in Strategic Planning, Commercial Development, Marketing, and Market Research allows us to assist clients by drafting, revising, and executing strategic and tactical plans. Some of our recent work includes:

- Leading Positioning & Branding Initiatives
- New Product Feasibility Scans
- Launch Planning for Rare Disease Products
- Product re-Launch for a Consumer Medical Device
- Portfolio Planning / Forecast Generation for Medical Device Deal



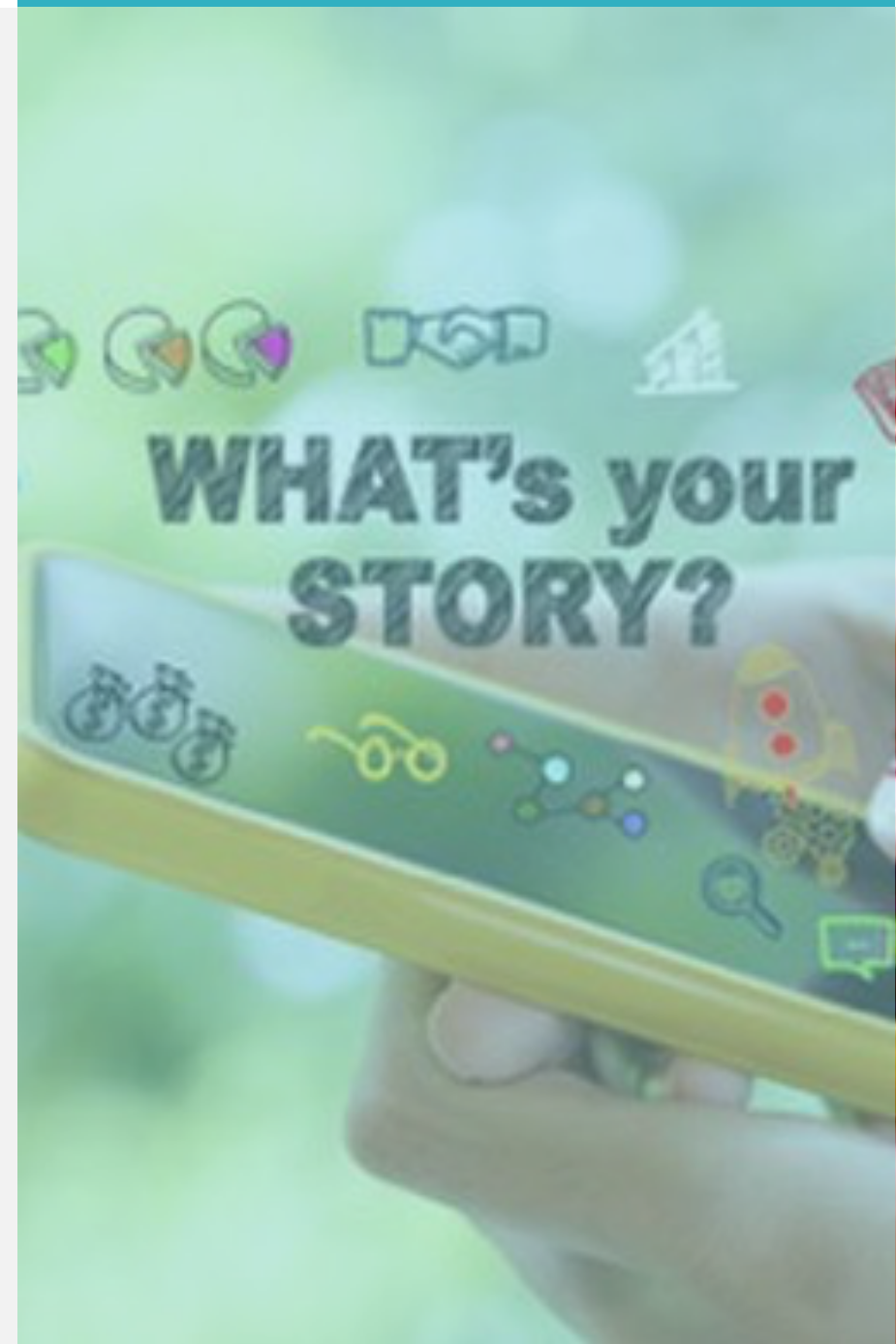
# Insight Mining

Customer insights are not just about when and where they use your product - but also about the day-to-day activities, challenges, frustrations, and barriers they routinely encounter.

We can uncover customers' real stories and suggest strategies for addressing their needs with product offerings or marketing programs.

Recent projects include:

- Patient and Physician Ethnographies
- Consumer New Product Testing
- In-Depth Expert Consultations
- Customer Experience Feedback



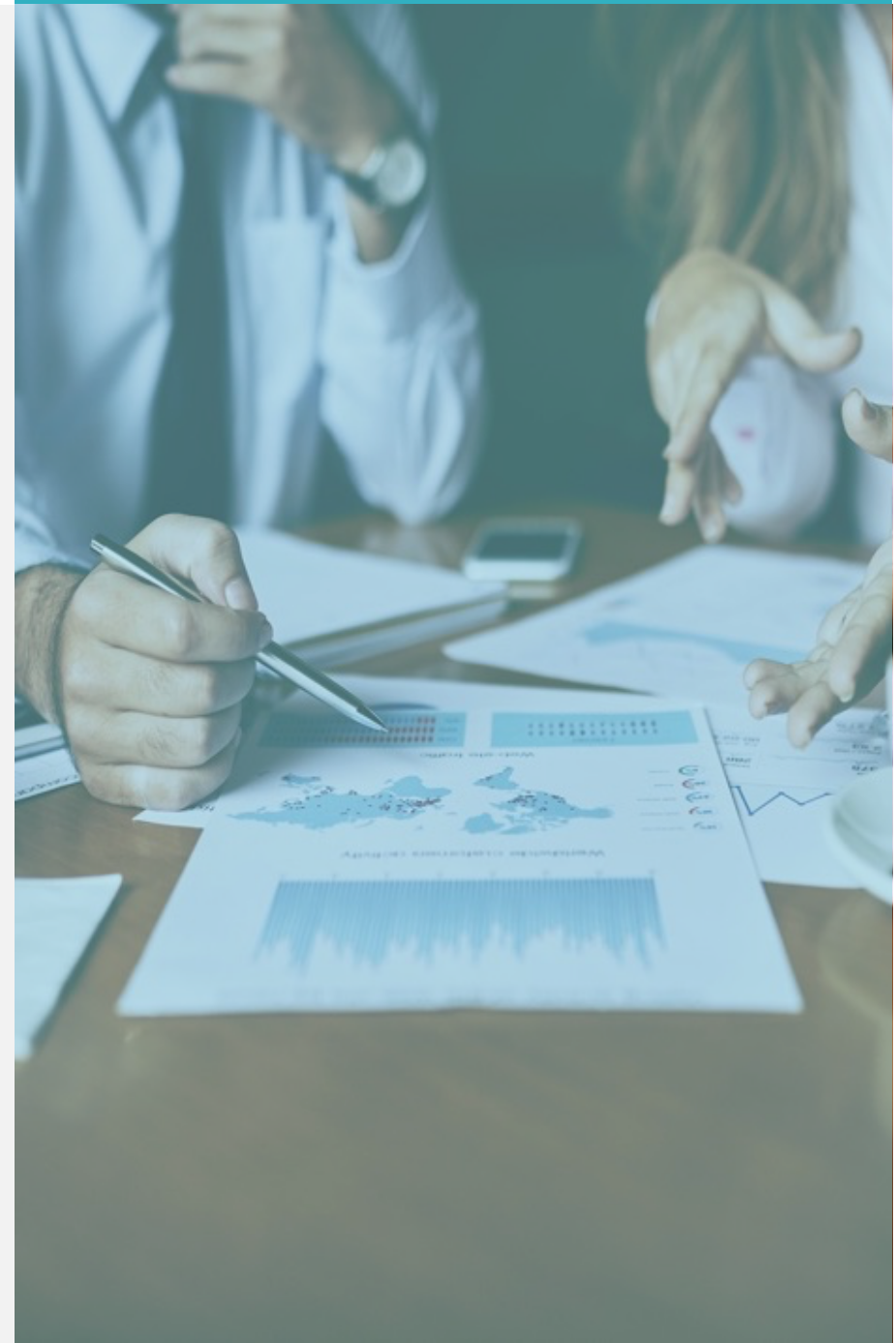
# Partnering for Success

Not only do we provide expert strategic consulting (one-on-one or with teams) we also offer assistance as team-members to fill-in when you need short-to-mid term staffing due to medical leaves, organizational restructuring, or urgent project deadlines.

We've worked on teams as:

- Global Research Executives
- Marketing Directors
- Business Analysts
- Product Managers

We are flexible and work with hourly contracts as well as longer-term retainers.





# Small Business Mentoring

As an entrepreneur, Robin understands the stress and anxiety that comes with setting up a small business. Sometimes it can seem overwhelming. We help with early start-up activities such as:

- Website Design
- Website / On-line Shop Management
- Marketing Materials Design
- Sales Targeting
- Messaging Scripts / Templates
- Advisory Consulting on Strategy and Tactics



# Customized Programs

We design each project with a mix of techniques & methodologies tailored just for your business. Examples of some of the on-line techniques are included.

# Video Logs & Photo Journals

A great way to get respondents to begin thinking about the subject matter and provide an introduction to online research is to connect via photo journals and vlogs. Assigning simple tasks such as “tell me about your day”, or “what are you doing right now” makes it easy to connect and get the research going.

They are also integral to Ethnographic Style research and Product /User Experience research.





# OnLine Chat Forums

These platforms provides easy access for respondents, moderators and clients to participate in the research.

24/7 availability allows respondents to respond when it is most convenient for them, PLUS there is capability for media uploads and talk-to-text modes.

The “backroom” allows you to view the research and collaborate with us during the research.

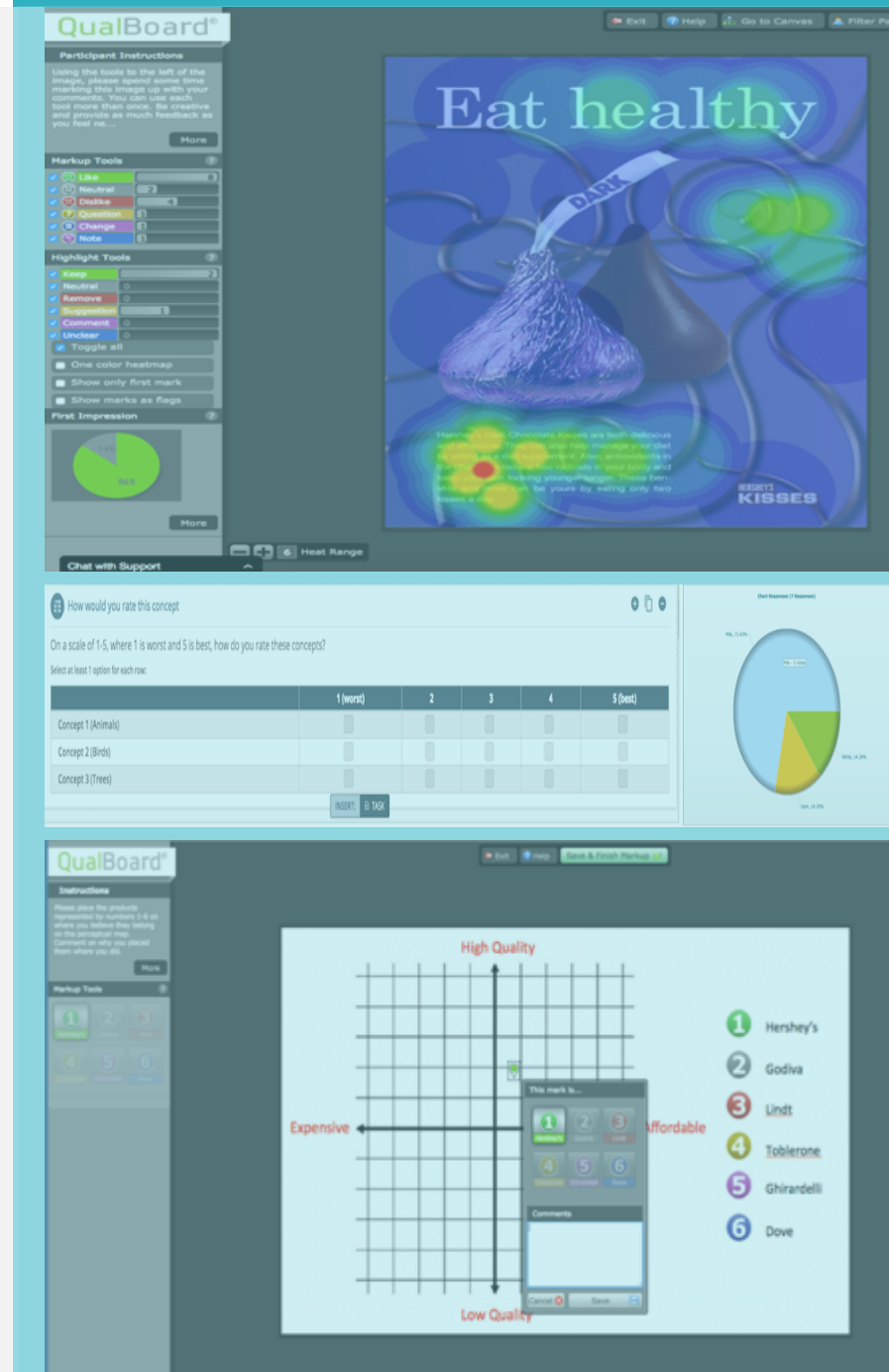
The discussions can be designed to allow respondents to interact with each other (bulletin-board / message group style) or to be private conversations between the moderator & the participant.



# Qual/Quant

Within the OnLine Forums are tools to provide Semi-Quant data. We are able to show product descriptions, messages, Ad Concepts and more to gather feedback such as preferences, ratings, & rankings – with the qualitative rational just as if the respondent were in the room.

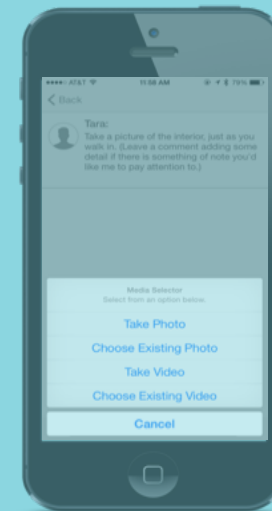
Reactions to stimuli are shared visually & with verbatims for detailed feedback.



# Ethnography Tools

Mobile ethnography allows you to view the experiences of the consumer without interrupting their normal activities. They use their mobile device “in-the-moment” to capture and share the details of their experience.

The 360° video option allows you to virtually experience the immersion of an ethnography, in their environment, without the influence of “strangers” that can result from in-person discussions.





*Robin Bateman, BS, MBA*  
919.294.4823  
[Robin@BluStarConsulting.com](mailto:Robin@BluStarConsulting.com)  
[www.blustarconsulting.com](http://www.blustarconsulting.com)

# Contact Us

For More Details on How We Can Help You

*Bring your ideas to light.*