

I've got my quarterly business review coming up with Proseware. Create a comprehensive report about all the work we've done with them so far. Include the documents, meetings, emails and any external news that's relevant to the work we've been doing for them.



## Researcher

### Partnership and Project Overview:

Contoso and Proseware Inc entered a strategic partnership to co-develop an AI-driven smart footwear product aimed at redefining wearable technology. Announced publicly in late February 2025, this collaboration was touted as *"revolutionizing wearable footwear technology"* by combining Proseware's innovative adaptive shoe design with Contoso expertise in market research and competitive intelligence<sup>(1)</sup><sup>(2)</sup>. Proseware is widely regarded as a forward-thinking wearables company – known in industry circles as a leader in AI-powered products – and this project has positioned them at the cutting edge of the emerging **"smart footwear"** category<sup>(2)</sup>. The smart shoe (internally code-named **"StrideSmart"**) is envisioned to use advanced sensors and AI analytics to personalize support and comfort for each wearer in real time<sup>(15)</sup><sup>(1)</sup>. From the outset, Proseware set ambitious goals for this product (e.g. targeting **20%** of the intelligent footwear market within 12 months of launch), and Contoso role has been to ensure those goals are met through rigorous research, strategy, and execution support<sup>(14)</sup>. Together, the teams established a clear objective: deliver a market-leading AI-powered shoe that seamlessly blends technology with comfort, and capture significant market share by demonstrating its value to consumers<sup>(14)</sup>. This report summarizes the work completed in the partnership **so far** – including key deliverables, collaborative efforts, internal communications, and relevant external news – as we prepare for the upcoming Quarterly Business Review with Proseware.

**Strategic Planning & Research Deliverables:** In the initial phase of the project, Contoso focused on detailed market analysis and strategic planning to guide Proseware's product development. We conducted thorough **market research and customer segmentation** studies to identify target user groups for intelligent footwear (e.g. fitness enthusiasts, health-focused users, tech-savvy early adopters, professional athletes)<sup>(3)</sup>. This included analyzing industry data and running surveys and focus groups to understand customer needs and validate product features<sup>(3)</sup>. Early on, Contoso analysts reviewed Proseware's market context – including its financial performance and the competitive landscape of wearable tech – to ground our strategy in data. (For example, internal research noted that the global intelligent footwear market is growing at about **7% CAGR**, indicating a strong opportunity window for Proseware's smart shoe<sup>(4)</sup>.) We also examined key competitors (from Nike's self-lacing sneakers to various startups in smart insoles) to inform Proseware's differentiation strategy<sup>(5)</sup>.

Using these insights, Contoso delivered a comprehensive **Product Plan** and a **Go-To-Market (GTM) Strategy** tailored for Proseware's AI shoe. The product plan document outlined the shoe's vision, features, and development roadmap<sup>(15)</sup>. It described how "StrideSmart" would

integrate pressure sensors, accelerometers, and adaptive algorithms to provide users with feedback on gait and posture, while ensuring the footwear remained comfortable and stylish. The plan set forth phased milestones: initial research and prototyping (with user testing), followed by design finalization and manufacturing scale-up in later phases <sup>6</sup>. In parallel, we developed a **Go-To-Market Strategy** that defined how to successfully launch and drive adoption of the smart footwear <sup>14</sup>. This GTM strategy laid out target **customer segments** and personas, identified high-value AI features to emphasize in messaging, and established sales/marketing channels. For instance, it specifies focusing on tech-savvy millennials and fitness hobbyists as early adopters, highlighting features like personalized coaching and real-time performance feedback to appeal to them <sup>3</sup>. The GTM plan also set a concrete objective: capture at least **20%** of the intelligent footwear market within the first year of launch <sup>14</sup>. To achieve this, the strategy calls for a phased rollout – building pre-launch buzz (via influencer partnerships and early access programs), a strong launch event and retail partnerships, followed by continuous post-launch engagement (gathering user feedback, releasing updates, etc.) <sup>7</sup> <sup>3</sup> <sup>1</sup>

These documents – the product roadmap and GTM strategy – were delivered to Proseware’s leadership and formed the blueprint for all subsequent workstreams. **Product Development & Project Execution:** Over the past quarter, Contoso and Proseware have worked hand-in-hand to execute on the plan and keep the project on schedule. A robust collaboration structure was put in place: the team holds **weekly sync meetings** on various workstreams (e.g. Market Landscape, GTM Strategy, Feature Development) with key stakeholders from both Contoso and Proseware participating. For example, every week [Dakota Sanchez](#) (Contoso project lead) coordinates a “Weekly Sync: Proseware Market Landscape & Addressable Market” call with team members [Eric Solomon](#), [Mina Amiri](#), [Henry Ross](#), [Monica Thompson](#) and others to review progress on market analysis and opportunities <sup>8</sup>. Similar recurring syncs exist for GTM strategy, product design, customer support planning, and legal/compliance, each co-led by Contoso and Proseware representatives <sup>9</sup> <sup>10</sup> <sup>11</sup> <sup>12</sup>. This high-cadence coordination has ensured both companies remain aligned. Contoso specialists (from engineering advisors to UX researchers) have been embedded in Proseware’s R&D workshops as well – for instance, [Eric Solomon](#) orchestrated a joint “**Proseware R&D Workshop**” involving Contoso technical team and Proseware’s engineers to brainstorm and solve design challenges together. <sup>14</sup>

Several **key milestones** in product development have been achieved so far. Proseware successfully built working prototypes of the smart shoe, which were tested with internal users and focus groups. By early March, the engineering teams had assembled a batch of pre-production units of the footwear to demonstrate full functionality <sup>14</sup>. In an email on March 13, [Eric Solomon](#) reported “*We’re all set from the engineering side. Let’s finalize the logistic details. Great job, everyone. This is a big milestone.*” <sup>14</sup> – marking the completion of the prototype assembly and readiness for pilot testing. Alongside hardware development, the software algorithms for personalized feedback have been iteratively refined. The core feature set has been nailed down to ensure reliability: **real-time tracking of steps and movement, GPS-based route mapping, posture and gait analysis**, and a basic “virtual coach” feedback mechanism are all working in the current version <sup>15</sup> <sup>16</sup>. Some of the more advanced AI features originally envisioned (like predictive injury detection or advanced health analytics) are implemented in part but slated for post-launch updates, as we’ll discuss later. <sup>15</sup> <sup>17</sup>

Importantly, **user experience and design** considerations have remained front-and-center – the shoe’s form factor is being optimized for comfort and style, so that the tech enhancements don’t compromise wearability. Feedback from early testers indicated that comfort and aesthetics are just as crucial as the tech, reinforcing Proseware’s dual emphasis on performance and design (an insight echoed in our internal analysis as well <sup>(18)</sup>). Overall, the product development is on track and entering its final pre-launch phase, thanks to tightly coordinated project management between Contoso and Proseware.

**Quality Issue & Rapid Resolution (Overheating Incident):** One significant challenge encountered during the project was a hardware quality hiccup – an **“overheating” issue** – which emerged during prototype testing. In late February, some test units experienced battery overheating after intensive use. This was a potentially serious setback, as it raised safety concerns and caused a temporary halt in user trials. As soon as the problem was identified, Contoso and Proseware formed a joint crisis team to diagnose and fix it. According to an internal team update from [Dakota Sanchez](#), the engineering team discovered that a batch of sub-par batteries from a supplier was to blame, compounded by a firmware calibration bug <sup>(19)</sup>. They quickly addressed it by updating the firmware to regulate power draw and arranging immediate replacement of the faulty battery cells. Within a short span, the overheating **“fiasco”** was effectively resolved – an outcome communicated to all stakeholders in early March. In a March 13th email titled “Team Update: Overheating Issue Resolved,” Dakota commended the *“incredible engineering team”* for fixing the firmware problem and securing expedited replacement batteries <sup>(19)</sup>. [Eric Solomon](#), replied to that thread, praising the team’s resilience, and others echoed relief that this challenge had been overcome with minimal long-term impact <sup>(19)</sup>.

Crucially, this swift response turned a potential project derailment into a story of agility and competence. Internally, Contoso used the incident as a test of our rapid problem-solving capabilities – and we delivered. We kept Proseware’s executives closely informed throughout, reinforcing trust. By March, the issue was fully behind us: updated prototypes with safe, tested batteries were back on track for demos. This experience also yielded improvements: additional QA checkpoints were added for hardware components, and the team instituted more frequent syncs with the supplier to ensure better quality control going forward. In the upcoming QBR meeting, we plan to highlight how the overheating hurdle was tackled head-on – transforming it from a negative to a proof point of the partnership’s effectiveness under pressure <sup>(2)</sup>.

**Adjusting Scope in Response to Budget Concerns:** The delays caused by the overheating incident (and some earlier timeline slips) did have a ripple effect on Proseware’s confidence in the schedule. In fact, Proseware signaled concerns about project costs – at one point indicating they might cut our consulting budget for next quarter if the project didn’t get back on track <sup>(20)</sup>. On March 13, [Dakota Sanchez](#) emailed the team with an *“Urgent: Potential Budget Cuts from Proseware”* warning: Proseware’s leadership was alarmed by the delay and considering a significant reduction in funding <sup>(20)</sup>. *“This is a huge blow... they’re concerned about the recent overheating hiccup and resulting delays,”* Dakota wrote, emphasizing that we needed to show a concrete plan to deliver a top-tier product on time, even under tighter budget constraints <sup>(20)</sup>. The Contoso team responded immediately and proactively. That same day, our project leads and engineers huddled (virtually and in person) to **reprioritize features and trim the project**

**scope** in a smart way that would satisfy Proseware's core requirements while temporarily deferring some nice-to-have enhancements.

Within hours, a revised **feature roadmap** was drafted by our product manager [Hayden Cook](#). Hayden's update email described the changes: the scaled-back roadmap keeps the **core functionality** (like GPS tracking, basic activity metrics, posture alerts, etc.) fully intact, but postpones the more advanced AI modules to a "Phase 2" after launch <sup>(15)</sup>. *"I tried to keep our core technology intact (GPS, step counts, posture alerts), while indicating advanced AI modules are slated for a future phase if budget permits,"* explained <sup>(15)</sup>. This re-scoping was a difficult but necessary decision agreed upon by both Contoso and Proseware stakeholders. For instance, Contoso R&D leads [Mina Amiri](#) and [Henry Ross](#) identified which experimental features could be safely delayed without "killing the core user experience" — they noted things like extended battery telemetry and certain real-time analytics could be cut for now <sup>(21)</sup>. As Henry put it, "removing some advanced logging or analytics might save resources... it's painful because we've been excited about these innovations, but we have to be practical" <sup>(21)</sup>. This collective effort produced a clear plan to do **more with less** if needed.

Contoso leadership then swiftly engaged Proseware's executives to address the budget concerns. [Dakota Sanchez](#) arranged a high-priority meeting with Proseware's CFO for the following week, which was confirmed for Tuesday 9 AM, to present our adjusted roadmap and recovery plan <sup>(22)</sup>. Internally, we treated that upcoming call as a "must-win" moment to preserve the project funding. Multiple prep sessions were held: Dakota, Eric, Monica, and Violet scheduled a rehearsal to ensure our message would be on-point <sup>(23)</sup>. We aimed to reassure Proseware that we **fully understood their concerns and have taken decisive action**. In emails coordinating this, team members discussed exactly how to communicate our swift course-correction. "We'll emphasize how we're still delivering an exceptional product," [Monica Thompson](#) noted, volunteering to lead the presentation on the new roadmap <sup>(15)</sup>. He also gathered final quality assurance data to show that technical issues were resolved <sup>(22)</sup>. [Monica Thompson](#) prepared to highlight operational efficiencies and cost-saving measures we'd implemented internally <sup>(23)</sup>. Everyone aligned on a few key messages: the shipping plan is on schedule, the feature set has been refined to guarantee on-time delivery, the overheating problem was solved rapidly, and early user/market feedback is strong — all evidence that the project remains a sound investment <sup>(23)</sup>. By the time of the CFO review, Contoso had a unified, transparent pitch ready, aimed at convincing Proseware to maintain as much of the original budget as possible.

**Collaboration and Communication:** Throughout these ups and downs, the Contoso–Proseware partnership has been characterized by close communication and transparency. Internally, Contoso cross-functional team – spanning engineering, product, marketing, and research – stayed in constant contact to keep momentum. A flurry of **email communications** in early March captures how actively the team collaborated to solve problems and keep everyone motivated. For example, on March 13 (a notably busy day), nearly every workstream reported in:

- **Engineering/Tech Team:** Emails between engineers like [Michael Peltier](#), [Srood Sirwan](#), and [Pary Saman](#) debated whether to do a full database overhaul for the shoe's data backend or



iterative fixes given the budget uncertainty, ultimately deciding on smaller improvements for now <sup>(24)</sup> . *"Incremental might be best... if Proseware re-funds us later, we can do the full overhaul,"* one engineer noted pragmatically <sup>(24)</sup> .

- **Product/Feature Team:** There were threads (beyond Hayden's roadmap email) where PMs and designers listed possible feature cuts. [Monica Thompson](#) initiated a "Tightening Belts: Feature Reductions" discussion asking which R&D efforts could pause <sup>(21)</sup> . Everyone clearly felt the tension of possibly compromising the grand vision, but responded constructively with suggestions to save costs while protecting core functionality <sup>(21)</sup> .
- **Marketing Team:** Similarly, the marketing leads [Isabel Garcia](#), [Jayden Phillips](#), and [Adrian King](#) discussed adjusting our messaging in light of the budget news <sup>(25)</sup> . They decided to tone down promotion of future features that might be delayed and focus on what is guaranteed. *"Proseware's potential budget cut means we shouldn't over-promise on upcoming expansions... let's focus on features we know are safe,"* Isabel wrote <sup>(25)</sup> . The team agreed to keep public messaging optimistic but grounded, revising press releases and social media plans accordingly <sup>(25)</sup> . This shows how every facet of the project team was engaged in responding to the changing situation in real time.

Moreover, the sense of camaraderie and shared purpose comes through strongly. After an intense period of overtime (including weekend work) to keep the project on track, Contoso leaders sent thank-you notes to the team. [Eric Solomon](#) and [Monica Thompson](#) both emailed a heartfelt appreciation to the extended team for "working tirelessly" and encouraged everyone to keep up the momentum as we push to the finish line <sup>(26)</sup> . Morale initiatives were also in play – Dakota floated the idea of a post-launch team celebration (tentatively planning a well-earned event once the shoe ships, assuming things go well with the CFO and launch) <sup>(27)</sup> . It's clear that despite challenges, the team's spirit is high and people feel proud of what's been accomplished so far <sup>(26)</sup> <sup>(27)</sup> . This strong collaboration culture has been a backbone of the project's success to date, allowing Contoso and Proseware to operate almost as one integrated unit.

**Customer Feedback & Market Reactions:** Even as we've focused on development internally, we've kept an eye on **external validation** of the product concept. The good news is that early feedback from users and partners has been overwhelmingly positive. Contoso facilitated several **customer focus groups** on behalf of Proseware to get real-world reactions to the smart shoe prototype. Participants in these sessions responded with excitement about the product's capabilities – many praised the idea of shoes that can correct their running form or provide coaching cues, and found the experience novel and useful. We compiled a set of **customer testimonials** capturing these favorable impressions <sup>(2)</sup> <sup>(28)</sup> . In fact, Contoso prepared a dedicated "Proseware Customer Testimonials" report summarizing quotes from testers, which show strong enthusiasm for features like the real-time feedback and the comfort of the shoe .

For example, one early user noted how the smart insoles helped identify a gait imbalance they were unaware of (according to the focus group transcripts), and others simply expressed that the shoes "feel like something from the future, in a good way." This qualitative feedback is reinforcing the product-market fit and will be great material for the QBR discussion to

Additionally, **industry partners** have reacted well. One of Proseware's key retail partners got an early look at the product demo and our marketing pitch deck. In a March update, Hayden relayed that *"one of our key retailers... liked the deck [and] they're intrigued by the real-time coaching feature"* <sup>29</sup>. The retailer in question even inquired if more advanced AI modules are coming later; we assured them those are on the roadmap once budget allows <sup>29</sup>. This is an encouraging sign that retailers believe in the product's value proposition – they see it as innovative and attractive to consumers. We also note that Proseware's own sales teams have been in touch with their channel partners, and so far no major retailer has pulled back; on the contrary, they remain enthusiastic about carrying the smart shoe at launch. Maintaining that excitement on the distribution side is critical, and thus far, despite the behind-the-scenes challenges, the external narrative remains very positive.

On the **public relations front**, the February 28 press release announcing the Contoso–Proseware partnership set a very optimistic tone that continues to define the public narrative. <sup>30</sup> That announcement – *"Contoso Technologies Partners with Proseware Inc to Revolutionize Wearable Footwear Technology"* – highlighted Proseware's groundbreaking AI-adaptive footwear that personalizes support for each user, and how Contoso strategic insights would help steer this innovation <sup>1</sup>. It garnered attention both within our organization (as seen in an internal news roundup email <sup>30</sup>) and in tech media. The story portrays Proseware as a bold innovator and paints our collaboration as a potential game-changer in wearables. We intend to leverage this positive press in the QBR meeting to remind everyone (including Proseware's team) of the strategic significance and excitement surrounding the project. The public narrative is essentially that **Proseware is on the cusp of delivering the next big thing in wearable tech**, with Contoso help <sup>2</sup>. This external validation is important context for our review: it shows that despite any internal hurdles, the **end goal is clearly in sight and generating buzz**.

It's also worth noting that Proseware's broader innovation portfolio has expanded in parallel, often with Contoso involvement. Proseware isn't stopping at smart shoes – they have been exploring other AI-enhanced wearables like smart glasses, smart rings, and even high-tech luggage trackers <sup>2</sup>. In fact, Contoso prepared consultation reports and go-to-market plans for some of these concepts as well, such as an **AI Smart Glasses GTM Plan** and research into the **high-tech luggage market** for Proseware's consideration <sup>31</sup> <sup>32</sup> <sup>2</sup>. While those are in earlier stages, they underscore a growing relationship: Proseware sees Contoso as a key partner for multiple strategic initiatives. This bodes well for the partnership longevity. The immediate focus remains the smart footwear project, which is the centerpiece of our current QBR, but it's clear that success here could open the door to future collaboration on other cutting-edge products in Proseware's pipeline.

### **Conclusion – Summary of Work To Date:**

In summary, Contoso and Proseware have accomplished a tremendous amount in a relatively short period, laying the groundwork for a successful product launch and a fruitful partnership. We began with strategy and research deliverables – detailed market analyses, customer insights, a robust product plan, and a clear go-to-market roadmap – that have guided development every step of the way <sup>14</sup> <sup>15</sup>.

We then moved into intensive execution: building prototypes, conducting user testing, refining features, and coordinating across teams continuously to keep the project on track. Challenges emerged (most notably the battery overheating issue and associated timeline/budget fears), but **each was met with a swift and effective response** 20 19. The overheating problem was fixed rapidly with minimal residual effects, demonstrating our technical agility 19.

In response to Proseware's budget concerns, we proactively adjusted our plan and reinforced our commitment to delivering on time, thereby preserving the client's confidence in the project 20 15. All the while, we've maintained excellent collaboration – through regular joint meetings, transparent communications, and shared problem-solving – which has strengthened trust between our organizations 8 13.

The work so far also includes a suite of tangible outputs that Proseware has benefited from: a comprehensive market intelligence backbone (including competitor profiles and sentiment analysis of the intelligent footwear space), a product prototype that has been validated by user feedback, and a ready-to-execute launch strategy with supporting materials. Early indicators from the market (focus groups, retailer reactions) affirm that the smart shoe is poised to be well-received 29 2. And the partnership itself has been highlighted positively outside our companies, enhancing Proseware's innovation image and Contoso reputation as a valued strategic partner 1 2.

As we head into the Quarterly Business Review, we can confidently present **all the work achieved to date with Proseware**. We will review the documents delivered (strategy plans, research findings, and technical reports), recap the meetings and coordination efforts, and reference key communications that show how we navigated critical decisions. In doing so, we'll illustrate a narrative of a collaboration that is **on track and delivering results**: from inception through challenges to near-launch readiness. The upcoming quarter will be about execution of the launch itself – finalizing production, marketing rollout, and hitting that retailer deadline – but that future success will rest on the solid foundation built this quarter.

In conclusion, the Contoso–Proseware partnership has so far proven to be highly productive and resilient. We have **developed an innovative product** that aligns with Proseware's vision of personalized, AI-enhanced footwear, and done so in a manner that navigated obstacles while keeping stakeholders (and the market) excited. All teams involved should be proud of the groundwork laid out. In the QBR meeting, we will showcase this progress with evidence: the strategic documents, the project milestones, the email records of quick action, and the positive external mentions, all of which underscore the value created in our work with Proseware over the past quarter 14 20 29 1. We look forward to discussing these achievements and outlining the next steps to ensure a successful product launch and continued partnership growth. Together, Contoso and Proseware are on the path to making this smart footwear initiative a landmark success in the wearable tech industry.