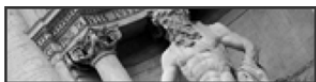


THE GENDREAU GROUP REVENUE STRATEGISTS

Delivering revenues, not just strategies, to companies worldwide since 1989.



We are **REVENUE STRATEGISTS**.

We help clients maximize revenues and increase the value of their businesses.

We specialize in:

- Partner and channel strategies that maximize revenues and reach
- Finding untapped revenues by repurposing existing products and technologies
- Revenue Strategies to help clients prepare for merger, sale, or acquisitions

Our clients are high tech and services firms located in the US and abroad.

We have been in business since 1989.

We are located in the San Diego area.

COMPREHENSIVE REVENUE STRATEGY ASSESSMENT (CRSA)

A **Comprehensive Revenue Strategy Assessment** is an in-depth examination of the revenue potential of a firm's products, assets, and distribution. This service is designed for senior leadership, division managers, private equity holders, venture capitalists, or corporate investors that have a need to better understand the value of a firm or major corporate division based on analysis of that entity's revenue generation potential.

The 10 Areas of a CRSA:

1. **Strategy:** An examination of your vision, mission, business model, funding model, and operating model – to answer the question **"What kind of business are you?"**
2. **Offerings:** An examination of your products, services, and technologies; historic, current, and planned; business problems addressed, your value propositions, and the market value of your solutions – to answer the questions **"What business are you in? What do you sell, what problems do you solve, and for whom?"**
3. **Intellectual property:** A look at your IP and your IP strategy – to answer the question **"Could you leverage your IP and IP Strategy to generate more revenues?"**
4. **Markets, competition, and substitutes:** An examination of your markets, customers and segments, and a SWOT analysis of products versus competitor offerings and substitutes– to answer the questions **"What market forces are affecting you?"** and **"How sustainable are your revenues in your target markets?"**
5. **Marketing, sales, and distribution:** An evaluation of your marketing strategy, sales team structure, sales and pricing models, and your distribution and partnering models – to answer the questions **"Who do you sell to?"** and **"How effectively do you reach customers and sell your offerings?"**
6. **Key relationships:** An examination of your major clients, partner ecosystem, and other key relationships – to answer the questions **"How well do you leverage market synergies?"** and **"How productive are your relationships from a revenue perspective?"**
7. **Untapped revenue:** A quest for the non-obvious – to answer the questions **"Are you leaving money on the table?"** and **"Are you overlooking revenue opportunities?"**
8. **Repurposing opportunities:** A look at ways existing offerings might solve different problems in different markets – to answer the question **"How else might your offerings or IP generate revenues?"**
9. **Revenues and profitability:** Examination of your revenue models, revenue sources and types of revenues, topline and bottom line contribution assessments – to answer the question **"How are your revenues creating value for owners or shareholders?"**
10. **Resource assessment:** Identification of known or potential resource gaps – to answer the questions **"Where will you need to invest in order to grow your revenues and realize your market potential?"**

CRSA Deliverables:

- **Assessment Report and Readout:** Will highlight key opportunities, threats, and future ROI potential.
- **Notes and Supporting Documentation:** Meeting notes and background research data
- **Next Step Recommendations:** At the conclusion of an assessment, if we have found enough evidence to suggest there is sufficient revenue potential such that any new revenues generated would significantly exceed the cost of engaging us further, we will provide both an estimate of the revenue potential and an estimate for the cost of engaging us. If evidence suggests insufficient revenue potential, we will provide recommendations to help the client evaluate options for disposing or disengaging from the investment.

CRSA Activities:

- **Initial client interviews:** Frank discussions about the perceived strengths and weaknesses of this asset.
- **Key management workshops and interviews:** On sites with the key management.
- **Assessment investigations:** Examination of essential company artifacts including IP, product descriptions, sales plans, management reports, distribution agreements, etc.
- **Market research and investigations:** Using secondary and primary sources.

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