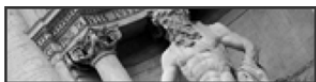


# THE GENDREAU GROUP REVENUE STRATEGISTS

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.

## QUICK REVENUE STRATEGY ASSESSMENT (QRSA)

A **Revenue Strategy Assessment (RSA)** is an examination of the revenue potential of a firm's products, assets, and distribution. TGG offers two forms of this assessment: a quick version designed for small and midsize organizations or for individual product assessments, and the comprehensive revenue strategy assessment (CRSA) intended for firms with complex products, complex sales and distribution channels, and/or complex markets.

Both the QRSA and the CRSA are intended for senior leaders, division managers, private equity holders, venture capitalists, or corporate investors who have a need to better understand of the value of a firm, business unit, or product based on analysis of revenue generation potential.

The **10-Point QRSA Review** includes:

1. **Business strategy** – including mission, objectives and funding to date
2. **Offerings** (products / services / technologies) – historic, current, planned
3. **Marketing, sales and distribution** – strategy, results, and known problems
4. **Competitive market positioning** – rapid SWOT analysis
5. **Possible alternate applications** or uses of company's offerings
6. **Revenue quality** – historic and current sources, types, and expected changes
7. **Possible sources of untapped revenue** – quick pass assessment or brainstorm
8. **Intellectual property** – types, value, and IP strategy
9. **Key relationships** – major clients, major partners
10. **Non-obvious sources of distribution** – quick pass assessment or brainstorm

**QRSA Deliverables** include:

- **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.

**QRSA Activities** include:

- **An initial client interview:** A frank discussion of the perceived strength and problems for the asset.
- **Key management workshop and interviews:** Two days on site with the management team.
- **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.
- **Assessment Results Readout:** Attendees determined by the client.

**Effort, Duration, and Pricing for an RSA\* Engagement:**

<\$5M	1-2 people	5 days	\$10,000
\$5M - \$15M	2 people	7-10 days	\$25,000
\$15M - \$50M	2-3 people	10-15 days	\$40,000
\$50M - \$75M	3 people	15-20 days	\$50,000
>\$75M	Based on number of offerings		Custom quote required

\* Multiple RSAs may be done under a retainer engagement. The retainer will be negotiated based on scope of need.

\*\* Fees do not include travel or other engagement expenses such as purchase of third party data or research. All expenses are approved in advance in writing. Fees will be subject to change.