

# 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.

## Finding New and Untapped Revenues

We find new and untapped revenues that enable clients to maximize bottom line results and increase company valuation. We do this by identifying new markets and new uses for existing products or technologies. We provide a "soup-to-nuts" service that includes: researching and qualifying opportunities, initiating relationships, negotiating deals and delivering actual revenues.

## Strengthening Channels and Distribution

We identify high-value opportunities hidden within existing value chains and delivery networks. We develop value propositions to prove to partners why they need our client's products or technologies in order to sell more of their own products or services. We help clients build channels to maximize revenues and increase "feet on the street" while minimizing time-to-market, operational costs and investment requirements.

## Increasing Valuation

We provide know-how and hands-on support to build and leverage strategic relationships in order to increase valuation. We enable clients to understand and effectively communicate value – of their products, technologies, and company – to investors, shareholders and others who influence valuation. In addition, we help owners, managers and investors increase valuation and develop best-fit exit strategies.

**Our Difference:** By delivering real revenues and tangible bottom line results, we differentiate ourselves from traditional marketing and business consulting firms.

- We are experts in researching and finding unrecognized opportunities for revenue growth and competitive advantage.
- We are recognized for our ability to structure projects and deliver according to our commitments and promises.
- We forge strategic relationships that enable our clients to grow, maximize revenues and increase valuation.
- We provide results whenever and wherever possible without impacting existing projects and teams.
- We are known for our negotiation excellence and the results we've gotten structuring deals that respect the interests of all involved.

**Our Clients:** We have been serving startups, growth companies, and marquee organizations since 1989.

TGG clients have included:

AirTouch (Verizon Wireless), Apunix Computer Services, Bell Atlantic (Verizon), CMS Energy Corporation, CompuCredit, Credit Logistics, Education Systems Exchange, Mindport (now Entriq), First Virtual Holdings/Message Media, Idego Methodologies, Incepta Ventures LLC, Intuit-Quicken Division, Iridium North America, JD Events, KioskCom.com, Luxor Technologies, Multiple Zones International (now The Zones), NetWorld Alliance, Nextel, Onyx Technologies, PCS PrimeCo, Perfect Order, Primal Solutions, Ameritech (now AT&T), Pacific Bell (now AT&T), Self-ServiceWorld.com, Southwestern Bell Mobile, Sprint PCS, Star-21 Networks GmbH (Germany and Czech Republic: a Bechtel, GE Capital, and Nortel Investment), The Credit Policy Group, US WEST Communications (now Qwest), Verizon Wireless, and Versatile Systems.