

THE GENDREAU GROUP, LLC REVENUE STRATEGISTS

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



We are revenue strategists.

Firms hire us when revenues or valuation do not meet expectations.

We specialize in:

- Finding untapped revenues
- Maximizing existing revenues
- Increasing valuation

Our clients have included:

- Startups
- Growth companies
- Marquee firms

We have been in business since 1989.

We are located in San Diego County, CA

What is "Revenue Strategy"?

Revenue Strategy is a discipline that focuses on increasing company valuation by maximizing near term revenues and long term revenue potential. Revenue Strategy provides a critical lens for business decision making.

As revenue strategists, **we help clients find more ways to generate revenues** from their existing markets and their existing products and technologies. Our success is measured in terms of revenues and increased valuation.

Our clients are **c-levels, investors, directors, and other senior managers** who must identify possible sources of revenues, evaluate which offer the greatest potential, and determine what must be accomplished to realize those revenues while maximizing bottom-line results and increasing company valuation.

By evaluating the quality and impact of potential and existing revenue streams, our clients are able to **identify untapped revenues and reach new markets** without defocusing company efforts or overextending company resources.

Examples of **actual results** achieved include:

- \$35M in new revenues in the first full year after repurposing credit card fraud management technologies to provide services to telecommunications providers (HNC Software).
- Quadrupled company valuation by improving distribution and channel strategies in the interactive self-service space (Apunix Software).
- 25% reduction in lost revenues by eliminating fraud and non-payment (BellSouth, US WEST Communications, and AirTouch, n.k.a Verizon).
- \$31M in cash savings by implementing an exit strategy for a distressed subsidiary (MIH, Inc.).
- Reduced sales application decision time from weeks to seconds by creating new systems and business practices (BellSouth and US WEST NewVector, n.k.a. Verizon Wireless).
- Four IPOs (Nextel, First Virtual, Sprint PCS, and US WEST NewVector) and three start-ups (EnCom, First Virtual, and Sprint PCS).



Sources of Revenues

Factors

- Number of Revenue Streams
- Revenues From Existing Markets
- Revenues From Direct Sales
- Revenues From Channels
- Potential, Untapped Revenues



Quality of Revenues

Factors

- One-time vs. Recurring
- Product vs. Services
- Commodity vs. Value-Add
- Competitive Positioning
- Value vs. Price



Impact of Revenues

Factors

- Volume: Top-Line Impact
- Results: Bottom-Line Impact
- Valuation: Impact on Multiple
- Current vs. Future Value
- Fit with Exit Strategy Goals

The Revenue Strategist Dashboard