

## CORPORATE GOVERNANCE

### PROCESS

1. Ownership directive
2. Board composition
3. Board process and execution
4. Evaluation and feedback

### SERVICES

- ➔ Recruitment of board members
- ➔ Owner coaching
- ➔ Ownership directive
- ➔ Evaluation of corporate governance

### WHY

By seeking consensus among the owners and creating an ownership directive, the Board gets a clear mandate to work from.

External members also broadens the Board's skills and network. This together with an effective governance process creates new opportunities for the company to grow.

## STRATEGY & BUSINESS DEVELOPMENT

### PROCESS

1. Market analysis
2. Business model and market positioning
3. Action plan
4. Implementation
5. Evaluation

### SERVICES

- ➔ Market analysis
- ➔ Competitor analysis
- ➔ Business models / workshop
- ➔ Lean startup / workshop
- ➔ Partner search
- ➔ Client matching

### WHY

Aims to improve the balance between planning and implementation. The focus is on identifying and developing the company's competitive advantage, identifying business opportunities and strengthening the internal processes.

## FUNDRAISING

### PROCESS

1. Selection & qualification of companies
2. Due diligence & investment memo.
3. Marketing to potential investors
4. Negotiation and closing

### SERVICES

- ➔ Company evaluation / DD / mini-DD
- ➔ Investor documentation
- ➔ Company valuation
- ➔ Pitch training
- ➔ Investor brokerage
- ➔ Negotiation of term-sheet (VC)
- ➔ Preparation prior to IPO

### WHY

With a good preparation and advisory a company can avoid common pitfalls and improve the odds to raise capital on favorable terms.

*For the convenience of our clients, we offer different entry levels and degrees of involvement - ranging from advisory to operation.*

1. EVALUATION

2. BUSINESS COACHING & ADVICE

3. INTERIM MANAGEMENT & PROJECT MGMT