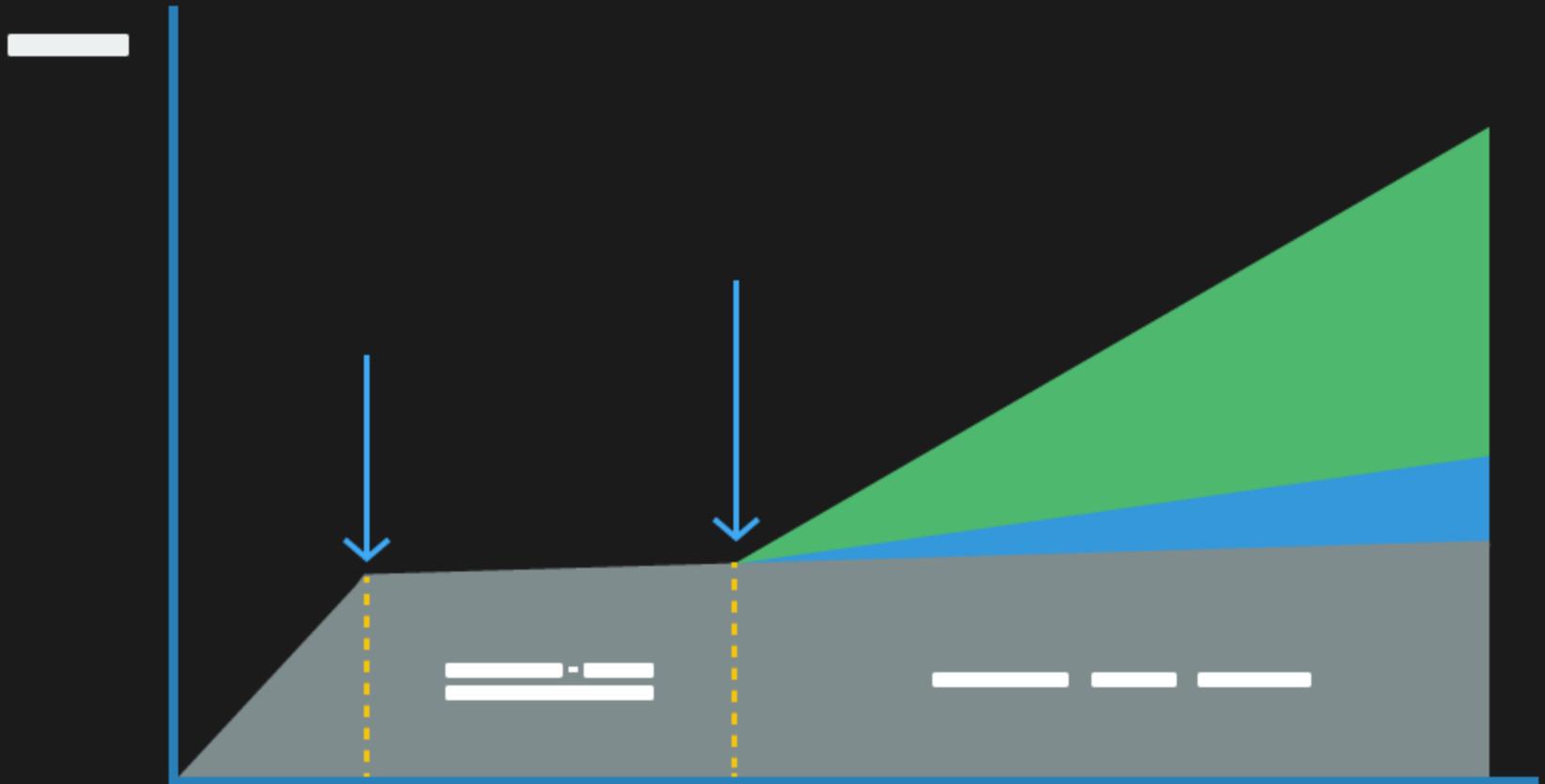


intelliVen

Intelligent Ventures. Successful Strategies.

Management Summary



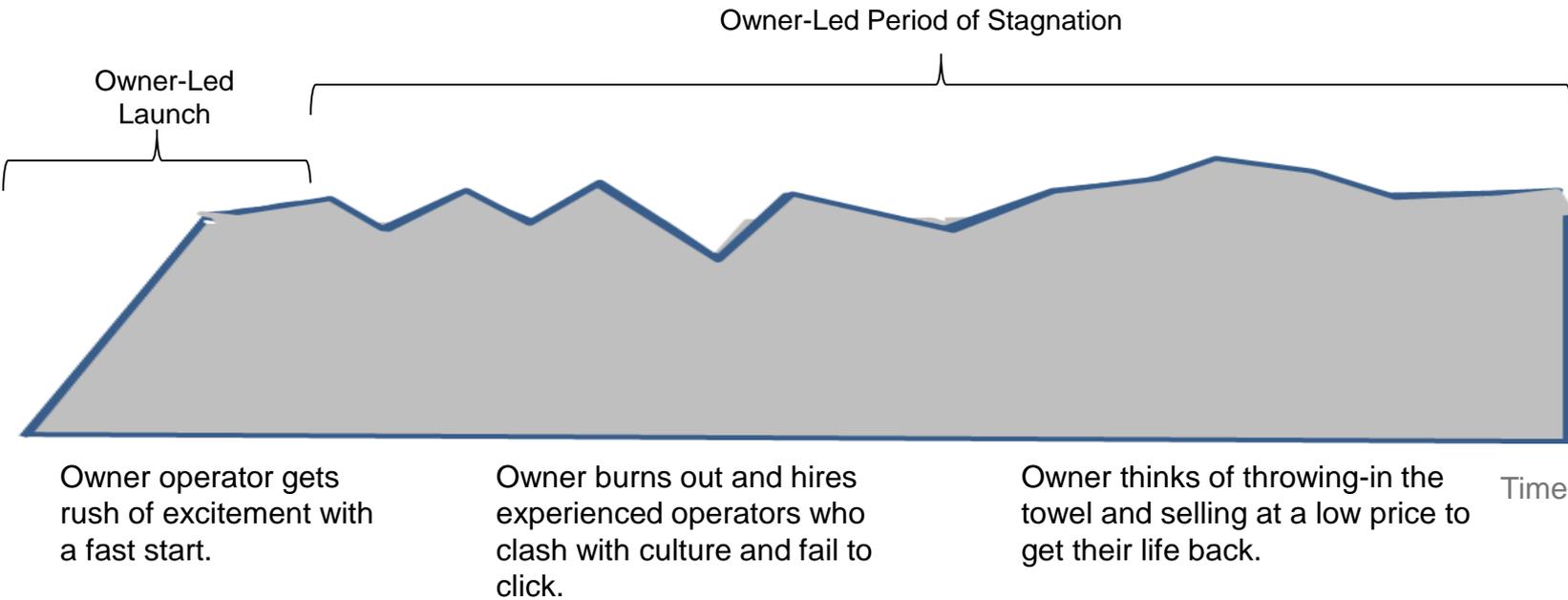
Overview

- IntelliVen helps leaders, teams, and organizations practically apply behavioral theory to get clear, aligned, and on track to reach their potential to perform and grow.
- We bring business owners and management teams, that seek to perform better and grow faster, together with proven C-level executives who use a proprietary approach to deliver business fundamentals in the areas of finance, marketing, operations, and management.
- Organizations that work with us:
 - Perform and grow according to a plan.
 - Achieve step-ups in scale, complexity, scope, and impact.
 - Create and realize value through lucrative exits and entries.
 - Are good at what they do but need help, as they grow, with governance, finance, marketing, and/or operations.
- Proven C-level executives work with us for help with packaging, sales, promotions, branding, offering development, affiliation, administration, facilities, advice and counsel.

IntelliVen helps early-stage organizations reach their potential to perform and grow.

- Clients:
 - Early-stage organizations that seek to mature performance and growth.
 - Owners, investors, founders, and management teams preparing for exit.
 - VC and PE groups acquiring, seeking to acquire or to develop, portfolio companies.
 - Large organization operating units and strategic initiatives.
- Characteristics:
 - At growth inflection point (up or down) or flat and struggling to grow (note: not turnarounds).
 - Entering a new market or need to improve performance in an existing market.
 - Lack key executive and/or organization skills to plan and manage rapid growth (e.g.: after a big-win, cash infusion, or acquisition).
- Concerns:
 - “Should I stay or go?”
 - “How do I bring in help without giving away control or killing culture?”
 - “How do I avoid giving up or selling below target valuation?”

Owner-led ventures often stagnate after a strong start.



IntelliVen in-sources experienced operating teams to help run and grow existing platforms to create value.

We:

- Lead operations and governance for \$5 - 500M/year organizations that seek to perform and grow over the next five to ten years. We work with founders, owners, and operators who want to work with a professional team to take their organization to the next level.
- Drive significant appreciation in exit value for owners compared to what s/he could get today and participate when gains are realized through a buyout, sale, or financing.
- Build on current offerings to extend and expand relationships with existing customers, add new strategic customers, and develop and sell new solutions that solve important, pervasive, and persistent customer problems.

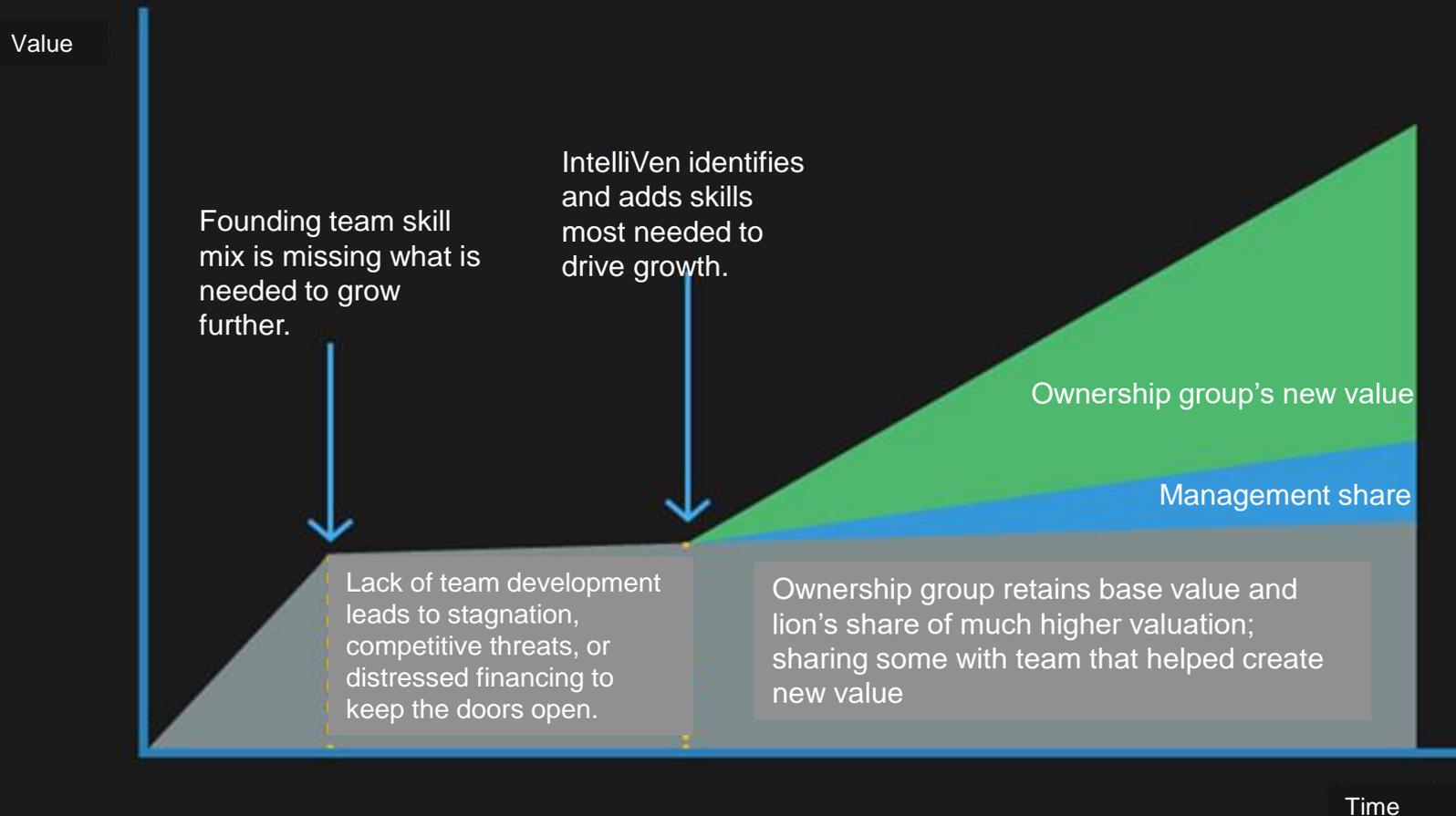
Value Proposition to C-level Executives

- Our strategy is to find, vet, and enroll quality providers and partners that serve the most important needs of our clients. Experience, pedigree, history together, and our clients' stated needs qualify executives.
- We help executives describe, price, promote, post, and develop leads for their service offerings (see examples) and introduce them to our current clients and prospects.
- We mark-up provider rates slightly to cover administration and sales costs. Executives promote their offerings using the IntelliVen platform to make clear they are part of something bigger than just themselves.
- Those who refer work performed by an executive other than themselves are paid 5% of the revenue IntelliVen receives from that client in the first full year of service.
- Executives are paid for work they perform on the IntelliVen platform with:
 - Hourly coaching fees.
 - Meeting fees (e.g., for board meetings and initiative reviews).
 - Project fees (for completing a deliverable such as a financial plan).
 - Part-time in-sourced line roles (e.g., part-time in-sourced COO).
 - Line roles (where one of our principals enters their client organization as a full-time employee).
 - Equity participation in the success we help our clients achieve.

The IntelliVen approach is to: optimize current operations, prepare to grow, and then grow.

- Structure operating costs to be in-line with revenue.
- Extend and expand core services to existing customers, and bring new, adjacent offerings to the current base.
- Identify and drive entry into new strategic customers.
- Identify and develop repeatable, scalable solutions to important, pervasive, and persistent problems; and drive to scale.

Owners realize significant return over base value after sharing some with management.



Sample exits show significant realized value.

Business	What IntelliVen Did	Realized Value	Exit Year	IntelliVen CXO(s)
Govt/FI Cyber IT	Implemented financial controls, incentive compensation, governance.	Sold to financial buyer as a platform at 3X initial valuation.	2018	David H
Crowd sourced IP research	Crystalized offering and target market. Matured operations, set up incentives, institutionalized customer delivery and governance.	Saved from bankruptcy; sold to strategic buyer for \$8M.	2017	PaulD
Government software and services	Implemented financial controls, incentive compensation, governance; moved from one-product, one-market to many products in two markets. Grew revenue by 6X, raised margins. Completed several tuck-in acquisitions.	Sold to financial buyer at 30+% return on invested assets.	2015	Reid Jackson Dan Ilisevich
		Sold to financial buyer at 4X invested capital.	2010	PeterD
Industrial computer aided learning	Crystalized offering and target market. Matured operations, set up incentives, institutionalized customer delivery and governance.	Saved from bankruptcy; sold to strategic buyer for \$35M.	2012	John Grillos
IP Management	Crystalized offering and target market. Matured operations, set up incentives, institutionalized customer delivery and governance.	Sold to strategic buyer at 50X initial valuation.	2012	PaulD
IPv6 services	Closed undeforming operations, packaged and sold the firm.	Saved from bankruptcy; sold to strategic buyer for \$3M.	2005	PeterD Dan Ilisevich
Strategy consulting	Crystalized offering and target market. Closed underperforming operations. Matured operations, incentives, customer delivery and governance.	Sold to strategic buyer for 4X initial valuation.	2004	PeterD
Electronic discovery	Crystalized offering and target market. Matured operations, set up incentives, institutionalized customer delivery and governance.	Sold to strategic buyer at 40X initial valuation.	2004	PaulD
OD and change management	Matured operations, set up incentives, institutionalized customer delivery and governance.	Sold to strategic buyer for 2X initial valuation.	2003	David H

Approach

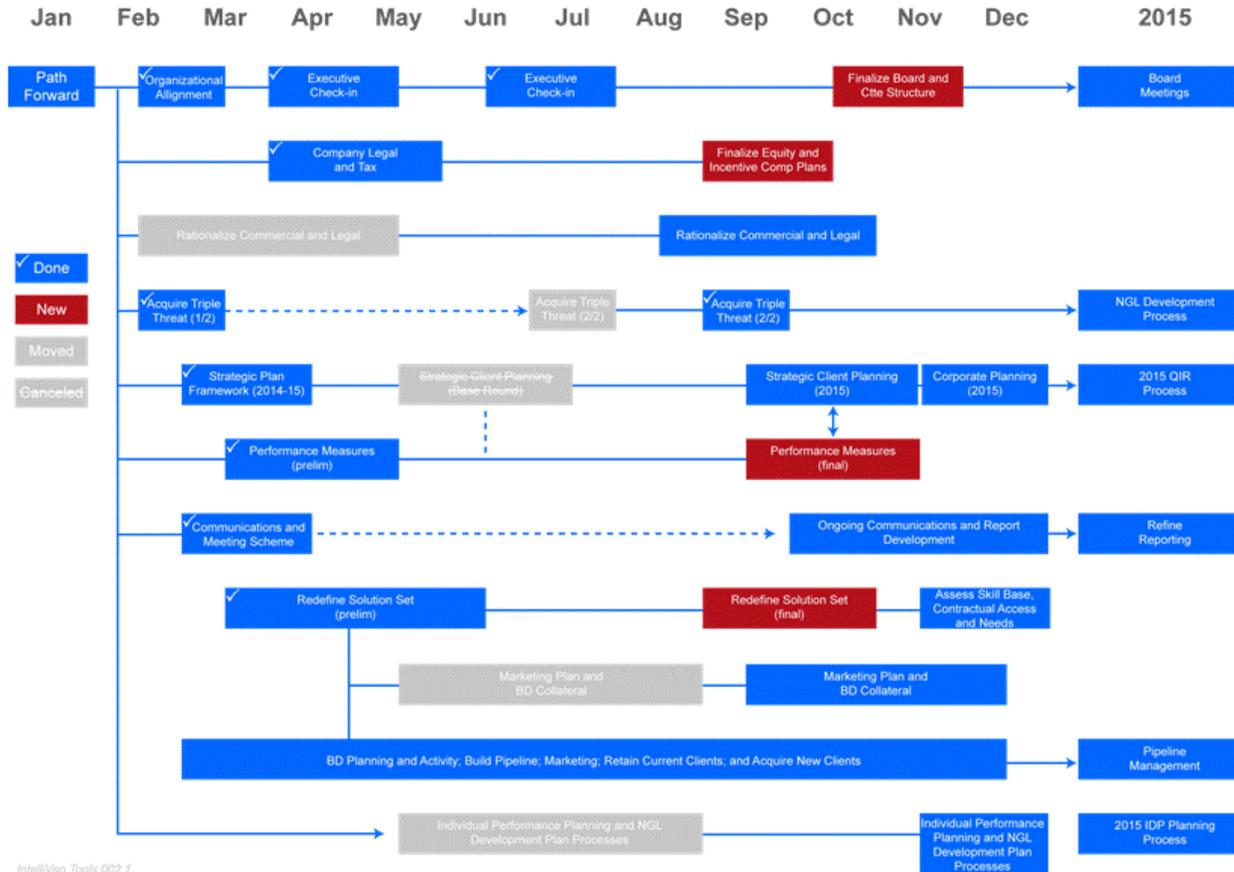
- Conduct due diligence and prepare plan.
- Assess starting value, set target exit value and time-frame based on owner goals, resources, and market conditions.
- Determine owner's role (i.e., lead, active, support, inactive) based on competencies, preferences, and mission.
- Identify skill mix (e.g., operations, finance, marketing) to come from IntelliVen and to what extent (i.e., full-time, part-time operating, project-based, on-call).
- Arrange compensation, equity, and roles for in-sourced team to work with existing team.
- Launch operations and provide governance.

Service Offerings

FREE CONTENT	SELF-GUIDED	LIVE ON-LINE	IN-PERSON WORKSHOPS	INTELLECTUAL PROPERTY LICENSES	GOVERNANCE	PROFESSIONAL SERVICES RAISE CAPITAL
<ul style="list-style-type: none"> • Overview Workshop video recording and transcript • intelliven.com: <ul style="list-style-type: none"> ○ 50+ tools ○ 200+ posts ○ 30+ insights ○ 25+ videos • Subscription to monthly posts. • Up-to one hour of phone support 	<ul style="list-style-type: none"> • Manage to Lead: Seven Truths to Help You Change the World text book • Recorded Strategic Leadership Immersion Program Sessions 	<ul style="list-style-type: none"> • Strategic Leadership Immersion Program* • Learning Community • Monthly Coaching 	<ul style="list-style-type: none"> • Strategy Offsite • Senior Executive Team Assessment • Manage to Lead Self • Manage to Lead One-on-One • Manage to Lead Teams • Manage to Lead Organizations 	<ul style="list-style-type: none"> • Train trainers • Instance for <ul style="list-style-type: none"> ○ Own-use ○ Re-sale • Custom instance for <ul style="list-style-type: none"> ○ Own-use ○ Re-sale 	<ul style="list-style-type: none"> • Quarterly Executive Accountability Sessions • Operations transformation planning and implementation • Financial controls set-up and monthly monitoring • Account development 	<ul style="list-style-type: none"> • Financial model • Teaser • Management presentation • Confidential Information Memorandum • Dry-runs, meeting hosting, orchestration

Sample Transformation Time Line

Sample Transformation Time Line



IntelliVen Team

Concentration Area	PeterD	SteveM	David	Brent	Bill	Dan	Gena	Rick	Paul	Rob	Jame
Executive	X	X	X	X	X	X	X	X	X	X	x
Strategy	X	X	X		X	X	X	X	X	X	X
Financial Management and Control	X	X	X			X		X			X
Operations	X	X	X			X		X			X
Organization Development	X	X	X	X	X						X
Product/Service	X		X			X		X		X	X
Client Delivery Services			X		X			X			X
Sales and Sales Management								X	X	X	X
Market Development	X							X	X	X	X
Outsourcing						X					X
Financing		X				X			X		
M&A	X		X			X			X		
Communications							X				

Lead

IntelliVen brings an extensive network of people, knowledge, best practices, methods, templates, ideas, and opportunities to every engagement:

- World-class content and holistic approach (vs. lone-wolf specialists who offer off-the-cuff advice based on what has worked for them previously but not reflective of a broad base of experience tailored to case circumstances).
- Highly experience and successful C-level leaders and team (vs. “wannabe’s”).
- Honest brokers (vs. investment bankers, etc.).
- Thought-leadership.
- Network of established, pre-qualified vendors and specialists (vs. having to shop around).

Owner's Next Steps

- Decide to consider working with IntelliVen
- Host due diligence and planning effort
- Agree to terms
- Contract and launch
- Govern and guide
- Exit

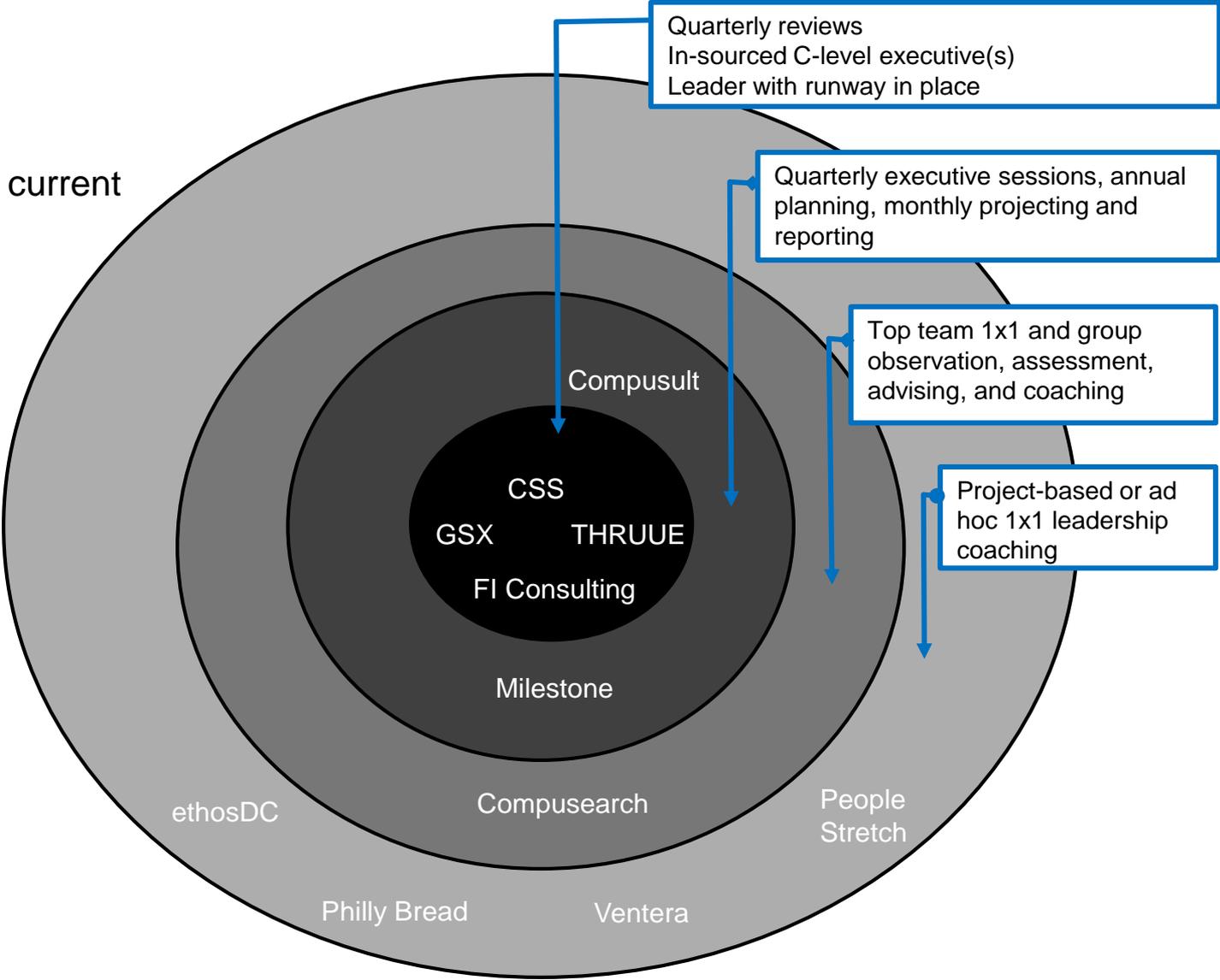
Appendix

Third-party best-of-breed out-sourced solutions available to meet specific needs:

- Business development, capture team development, and sales management
- Intellectual property development and management
- Contracting and legal services
- Cost management and planning
- Treasury and cash management and planning
- Due diligence
- Personal financial, tax, and estate planning
- Diversity and Inclusion training and development
- Recruiting processes assessment, set up, and management

IntelliVen Provides a Range of Support Options

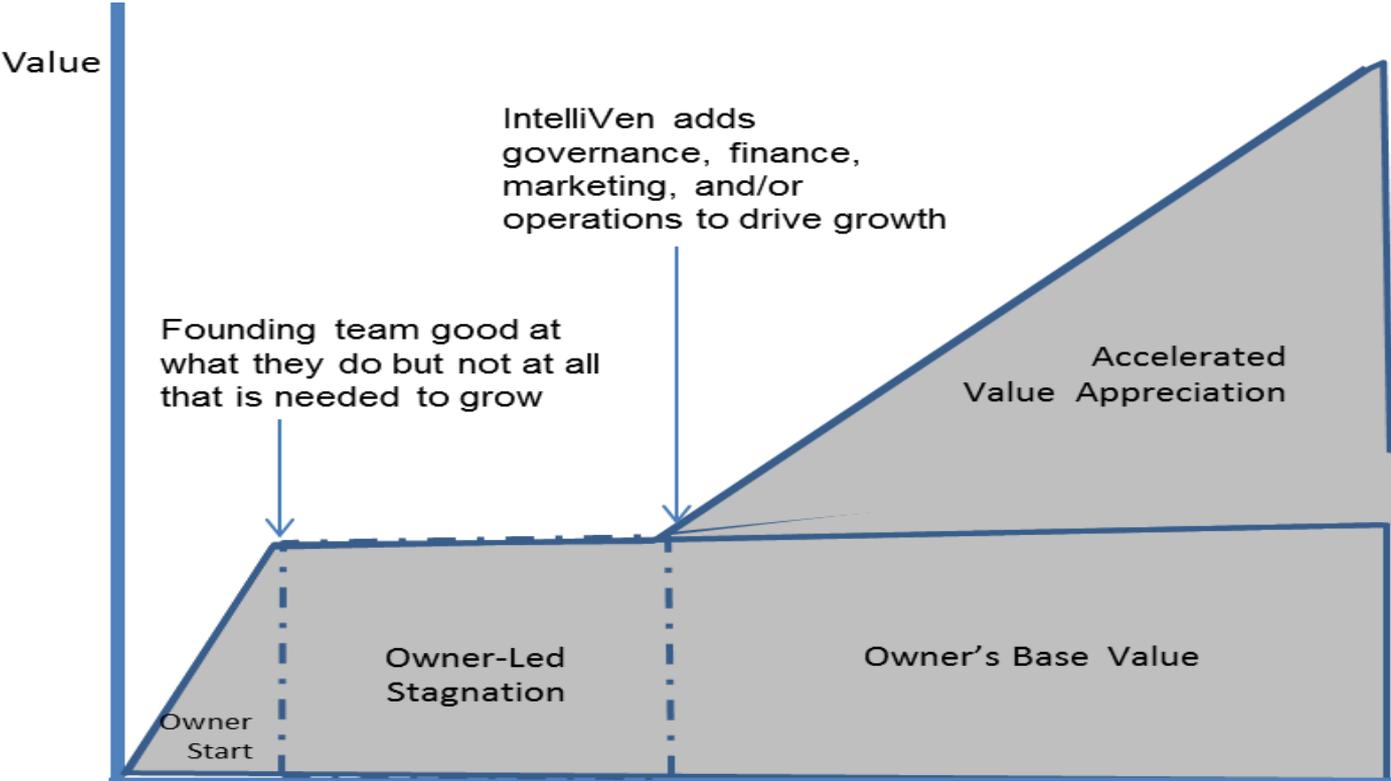
Example current clients



Owner/board advisory services for capitalization, financing, acquisition, and disposition.

- Monetization
 - Financial strategy development
 - Capital sourcing
 - Strategy execution support
- Acquisition
 - Strategic planning
 - Targeting
 - “LOI-to-Close” planning and execution
- Exit
 - Strategic planning
 - Targeting
 - “LOI-to-Close” planning and execution
- Transition: pre-flight to airborne planning, operations, and support

IntelliVen creates real value for owners and their management teams.



Owner Strategy:	Go it alone	Get help risking culture and control	Build, align, develop, and govern top team to perform and grow to a plan, put in incentives, metrics, governance, and accountability
Owner Feeling:	Euphoria	Frustration	Confidence
Owner Mindset:	I can do This!	Maybe I should sell, merge, or abort...	We can go forever!

Time