

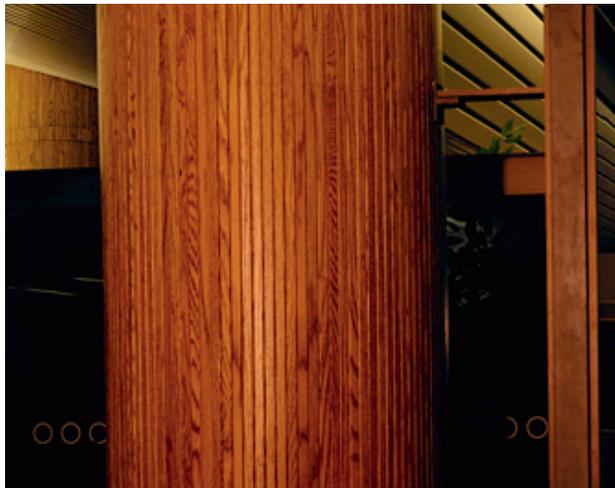
STRATEGY

Global Business
Development



PLAN | PROMOTE | PROFIT

Specialized for Emerging Growth & Mid-Cap Operations –
Micro-detailed foundations with a macro market perspective.





Qualitative

Make no mistake: big brands are manufactured. Funding can raise awareness, but will not guarantee quality. Profitable credibility – at any size – arises from: consistent results, satisfying explicit needs.

Best Practices. Fresh Eyes.

Effective gap-closing solutions.

Every business tells a story. The commonly known success story in the United States – as well as the one emerging ever more prominently worldwide – first involves a dream, an innovation: a unique product or service solution. The golden ticket.

What occurs between the dawning realization around that golden ticket, and getting it to market – securing the attention of those who want, need, can and will pay for it – makes all of the difference for you as the Business Owner, current President or Chief Executive. That business needs strong legs to launch its profitable success story.

Time is an essential factor as well. Urgency around the idea can mean the difference between lift-off, and perpetual return trips to the drawing board.

There is simply no substitute for experience...and, in this case: earned expertise.

Many big brand corridors in business imply that a background in finance is enough to solve any problem, or take any business straight to the top. Those already on the other side of such a decision-making capacity know far better. Numbers and

formulas are merely flat pieces of a dynamic puzzle. Profitable, enduring business success depends on much more than just numbers.

Ventures that thrive arise from effective, decisive, correct actions: qualitative choices and determinations that can only be made with certainty by those who have been in the hot seat...felt the impact of pitfalls and push back; and tasted the exhilaration of flight, ultimately soaring.

Number crunching, job elimination, and other short-term remedies are reactive. They serve only to satisfy momentary whims, typically to pad reports for a purchase, sale, or merge position.

Inevitably, such a tactic becomes damaging to the ongoing health of the operation. Preparing to survive – and thrive – long-term, a healthy venture or enterprise requires far more attention to the whole of its functional and interrelated parts.

Numbers source from – and are indelibly tied to – people, actions, processes, procedures, outputs, connections, relationships...even motives and motivation, emotion, and other contextual influences on results-oriented behavior.

No Competing Interests...



Your interest is our interest. It is our only interest.

Unlike other firms forced to secure certain revenue levels and types of Clients in order to satisfy their Board, VCs, or other Equity Partners, we select Clients based on the alignment of their integrity with ours. We explore how effectively we can help catapult you and your organization from Point A to Point B, and that is all we need to know.

The fact that we are so clear about the level of results we can deliver, as well as how we deliver them in this uniquely untainted manner, means that you receive the full caliber of attention you deserve. The results and value are unparalleled.

Exclusivity & Wealth

Compelling and ironic: many entrust the status of their role, position, and venture to Country Club memberships...while withholding where it actually counts. You know, and we know, that the strength of any endeavor is contingent upon the capacity and resilience of its internal components.

Legacy organizations busy themselves in the throes of antiquated paradigms, positioning processes and figures before human capital. In contrast, innovators instinctively know that success only reliably works the other way around. Systematize, of course. Simply, take care

in selecting those you intend to have design and implement these systems.

It is said that Silicon Valley only functions as it does due to the inevitably enormous churn rate. When we consider that message, we understand that **becoming a rare survivor to thrive beyond the Valley is the only reason to participate in the first place.** We must remember to congratulate ourselves only when thresholds of success are truly reached, and never prior.

Our idea, design, and plan must be capable of outpacing, out-maintaining, out-shining: evolving to surpass every other. Uniquely revered, precious comingling of both the time-tested and the fresh solely produces a lasting, sustainable formula.

Urgency

Your innovation, our legs: a timely, calculated lift.

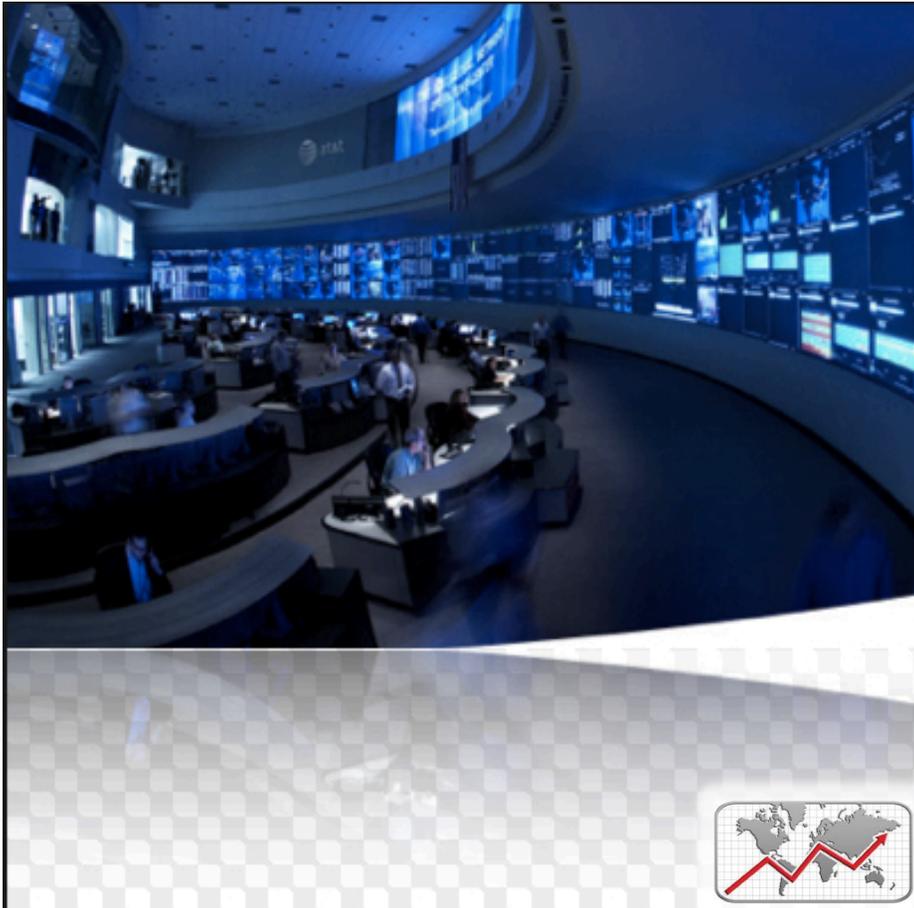
Given the fickle nature of today's markets, low attention span of business & consumer interests, a general malaise against any operation beating the odds to soar, those paying attention know that every crucial tool in the belt sees its share of use. At the end of the day, when the bottom-line must indeed be consulted, core planning teams selected as your most vital tools will have either carried you over the finish line, or rendered your golden ticket invalid.

Which tools will you opt for to tip the odds in your favor? The time to choose has arrived.

Unlike others, we answer only to the Client:

No Board,
No Investors,
No Alternative Stakeholders...

..solely You.



The Winning Formula: your golden ticket, with our Best Practices.

Honed foresight: pitfalls avoided. Profitability maximized.

- ✓ We meet and start where you live: emerging growth, market or plan plateau, or mid-cap expansion. Tell us your story, show us your vision, provide an accurate capture of the resources...
- ✓ We strip the blinders away. Assess the landscape, unbiased and unrelenting. Unveil the spectrum of immediate and long-range options: show you the path, pave the way, and walk with your team as far as reason dictates.
- ✓ When we block, your tackling comes more easily and swiftly with each subsequent pass. We never forget that each Client is our Partner. We win when you do. That victory is always sweet.

- ≈ Vision, Mission, Purpose, Core
- ≈ Construct: Business Model, Resources
- ≈ Research & Viability Analysis
- ≈ Development, Business Plan
- ≈ Structure, Oversight, Teams
- ≈ Marketing & Sales, Service & Support
- ≈ Funding, IPO, Supplemental Capture
- ≈ Launch, Implementation, Expansion
- ≈ Traction, Profitability, Success





PLAN

- Business & Strategic Plans
- Business Model Viability
- Business Valuation
- Positioning, Investor Brief
- Identity & Brand Development
- Demand Analysis, Pricing
- Compensation Models
- Distribution, Channel Selection
- Product or Business Launch
- Exit Strategy Considerations



PROMOTE

- Integrated Strategic Marketing
- Positioning, Message Constructs
- Multi-Platform Alignment
- Intro: Educate the Market(s)
- Secure, Reinforce Awareness
- Reach, Win Brand Recognition
- Media & Public Relations
- Reputation Management
- Assess Market Penetration
- Advertising Considerations



PROFIT

- ✓ Next-Level Funding Prospects
- ✓ Resource Alignment to Plan
- ✓ Budget & Forecasting
- ✓ Overhead & Logistics
- ✓ Replicable System Effectiveness
- ✓ Growth Management
- ✓ Sales Channel Optimization
- ✓ Risk Mitigation Strategies
- ✓ Conservative Containment
- ✓ Reorganization, Turnarounds





Change Agent | Growth Initiatives



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