

Keiretsu² Company Overview

This document is designed to be completed in collaboration among key stakeholders that might have different perspectives. As a best practice, please provide this documents to each senior executive, several key employees, and several different investors. Ask each person to complete it independently. Then, gather the senior executive team, look for common themes and evaluate divergences, and complete the document as a team.

While some of the questions sound similar, they are intended to draw specific distinctions. Please provide different answers for each set of questions. By carefully delineating these items with precision, we will collectively produce more comprehensive results. The need for increased capitalization and revenue can be considered a given that should not be included in answers. Those items will follow naturally.

Should your company be accepted to join one of our programs, this form (accompanied by your key company documents such as executive summaries, investor overviews, investor and customer presentations, and financial models) will be used by our Specialists in our collective work with you to achieve your objectives. It will be physically present in every interaction.

Company Name:

Key Executive Leadership:

Lead Investor (if applicable):

Contact Information (for each participating executive):

What are the three most leveraged and critical outcomes that, once produced, will cause nonlinear growth for your company?

- 1.
- 2.
- 3.

What are the three greatest challenges your company faces over the long-term?

- 1.
- 2.
- 3.

What are the five most immediate obstacles hindering your company's growth?

- 1.
- 2.
- 3.
- 4.
- 5.

What are the two most pressing problems distracting your company's senior leadership that, once solved, will enable you to refocus your leadership's time and attention toward accelerating your company's growth?

- 1.
- 2.

What three business relationships or transactions, once introduced or completed, will produce the most significant potential revenue growth for your company?

- 1.
- 2.
- 3.

What one additional resource does your company need the most?

What several key challenges are members of your company's senior leadership team facing in their family and personal lives that they must successfully manage to maximize their effectiveness in their leadership roles?

What ... that is unique to your company ... concerns your leadership team the most (i.e. "what keeps you up at night")?

What are the two key concerns that potential investors have raised repeatedly that, once solved, might increase your company's ability to raise capital?

- 1.
- 2.

What are the two key concerns that potential customers have raised repeatedly that, once solved, will accelerate your company's sales growth?

- 1.
- 2.

What are the two greatest opportunities upon which the company has not yet been able to capitalize to accelerate its growth?

- 1.
- 2.

What are your company's three primary outcomes, related to your company's next phase of growth, that your senior leadership team and primary investors want to have accomplished during the next six months?

1.

2.

3.

By marking the response alongside the three primary outcomes listed above, please classify the urgency in obtaining each of these three outcomes.

Critical: the continuation of the company depends on it.
Very important: key stakeholders in your company (including customers) will suffer severe financial inconvenience or personal hardship if the outcome is not achieved.
Important: the matter interferes with the company's financial stability.
Pressing: the matter requires a necessary result, but causes no immediate hardship in the interim.
Somewhat important: we want to explore new, more leveraged options for achieving the outcome faster.

Please list any threat or obstacle that you think could impede upon accomplishing, or altogether prevent you from accomplishing, these three primary outcomes.

Looking forward, contemplating that the three primary outcomes that you envisioned as a result of your participation in Keiretsu²'s K² Velocity Program have turned out precisely the way you want, list the several specific, measurable results your company will have achieved.

Please list any additional information about your company, industry, and market that you feel the team of Specialists working with you should know.

We created Keiretsu² out of a commitment to provide extraordinary value to all the companies and individuals with whom we interact. Please email this overview to us at K2@keiretsuforum.com or fax it to (415) 380-9797, and one of our Specialists will spend time with you, even if you do not apply to participate in our programs.