



DISCOVER The Opportunities in Your Business



- *What are the unmet and unidentified needs of the buyer?*
- *What is the missing knowledge that buyers/customers have as to the problem/cause/solution they are addressing in the potential solution?*
- *What and who are the target buyers and their constituencies?*
- *Which are the most important value propositions and why?*
- *How effective and accurate is the Board assessment of the risks and focus of the enterprise and the management team?*

Performance Based Investment Assessment Tool- *Provides the Investor with the Knowledge of the Risks to Success*

PBIA. Working with the management team the software suite is executed to determine:

- The unmet and unidentified needs of potential buyers
- The required missing knowledge in the enterprise
- The knowledge, experience, performance (KEP) of the enterprise management
- Missing knowledge that buyers/customers have as to the problem/cause/solution they are addressing in the potential solution
- Risks to achieve the proscribed value
- Market size and ability to reach
- Accurate probability of buyers to buy (size of market opportunity)
- Impact of the market message on market availability
- Target buyers and their constituencies
- Comparison of the value and risk in the mind of the buyers relative to the competition
- Value proposition importance and why
- Value proposition scoring as compared to the competition

Investors use the software to:

- Assess how well the management team is running the enterprise or investment
- Identify the risk and match it to where it should be for the stage of the enterprise/company/organization
- Calculate the size of the investment for each of the 9 periods that represents 3 years based on management performance

Outputs from PBIA.

| NorthPoint Software Services LLC PBIA Performance Based Investment Assessment © | | | | | | | |
|---|--|--|--|-------------------|-------------------|-------------------|----------------------------|
| Confidential to NorthPoint Software & Services LLC. | | | | | | | |
| SUMMARY NORTHPOINT INDICES | | | | Scored | Best in Class | Performance Index | Enterprise Performance FTI |
| BUSINESS METRICS | | | | | | | |
| BUSINESS MODEL | | | | 17,958.98 | 32,649.34 | 55.01% | Impact |
| CUSTOMER CONNECTIVITY | | | | 18,387.07 | 33,850.45 | 54.32% | Of |
| REVENUE PERFORMANCE | | | | 19,088.21 | 33,443.88 | 57.08% | |
| INNOVATION PROCESS | | | | 14,825.80 | 27,378.75 | 54.15% | This |
| ENTERPRISE PERFORMANCE BASED ON CUSTOMER VALUE AD | | | | 14,394.62 | 26,591.45 | 54.13% | Assessment |
| PROCESS ADVANTAGE | | | | 15,468.11 | 28,123.84 | 55.00% | |
| TOTAL BUSINESS METRICS | | | | 100,122.79 | 182,037.71 | 55.00% | |
| MANAGEMENT | | | | | | | |
| ENTERPRISE PERFORMANCE | | | | 15,266.09 | 27,756.52 | 55.00% | Initiative / Enterprise |
| MANAGEMENT OF THIS IMITATIVE | | | | 15,352.95 | 28,358.03 | 54.14% | on the |
| SR MANAGEMENT PERFORMANCE | | | | 15,468.11 | 28,123.84 | 55.00% | Business |
| | | | | | | | Investment Opportunity |
| INVESTMENT VALUE MANAGEMENT | | | | 46,087.15 | 84,238.40 | 54.71% | 22.72% 13.39% |

If you know what, where and how important the risks are, one can make the decision as to an early stage investment.

NorthPoint's software accelerates the opportunity to identify the required tracks of effort to obtain the required Value. This substantially reduces the TTM (Time To Market) and TTP (Time to Profitability) and TTTCC (Time to Total Customer Satisfaction).

Information overload and underperformance on required knowledge now becomes immediately visible and can be used to drive the enterprise strategy and measure with the NorthPoint Metrics. In addition it provides the areas requiring increased focus with appropriate investment and those to be stopped or abandoned.

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