



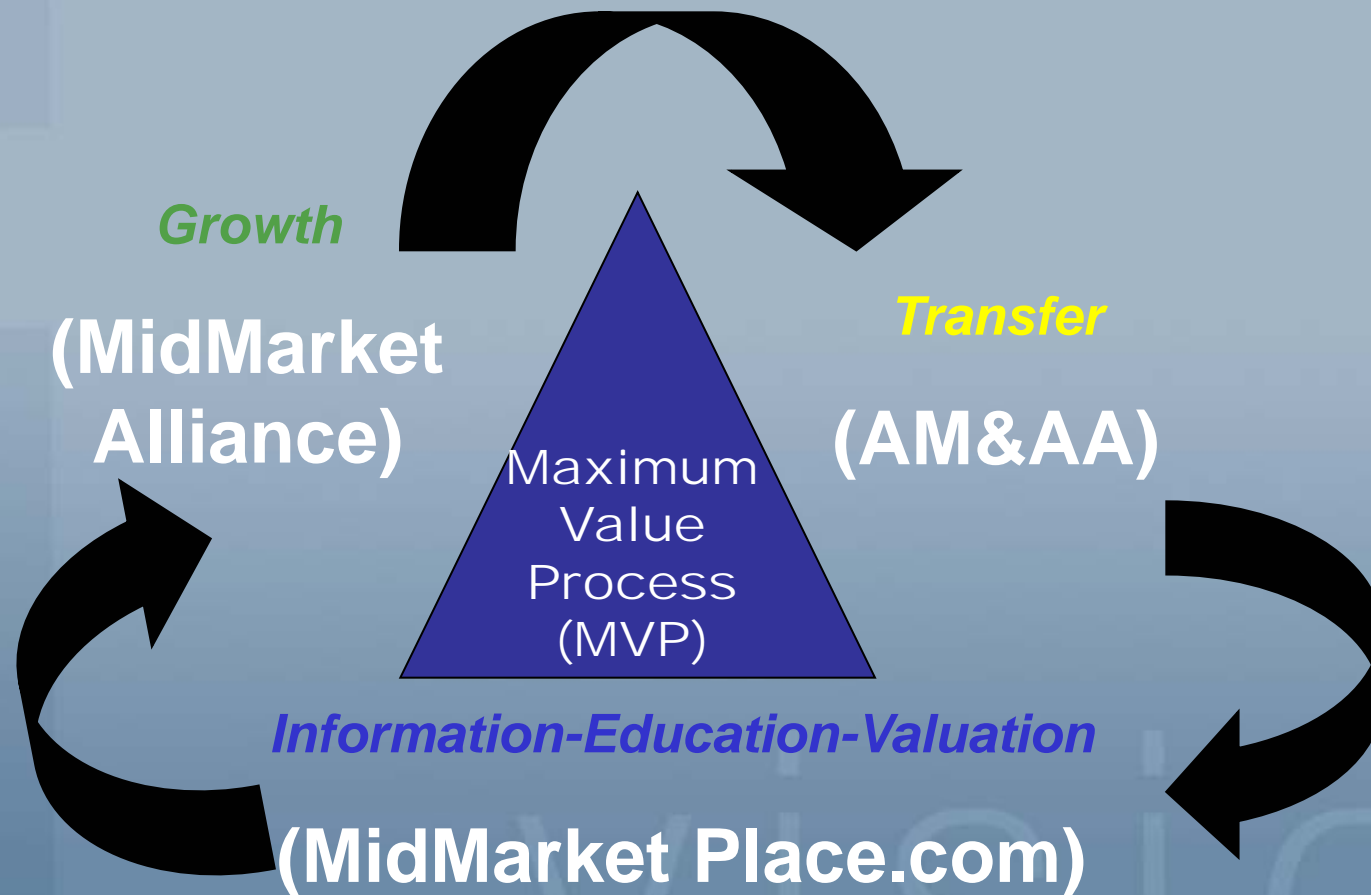
vision vision

The Alliance:

*" We Connect People, Information, and Money
with the Best ways to Maximize Business Value"*



The Alliance



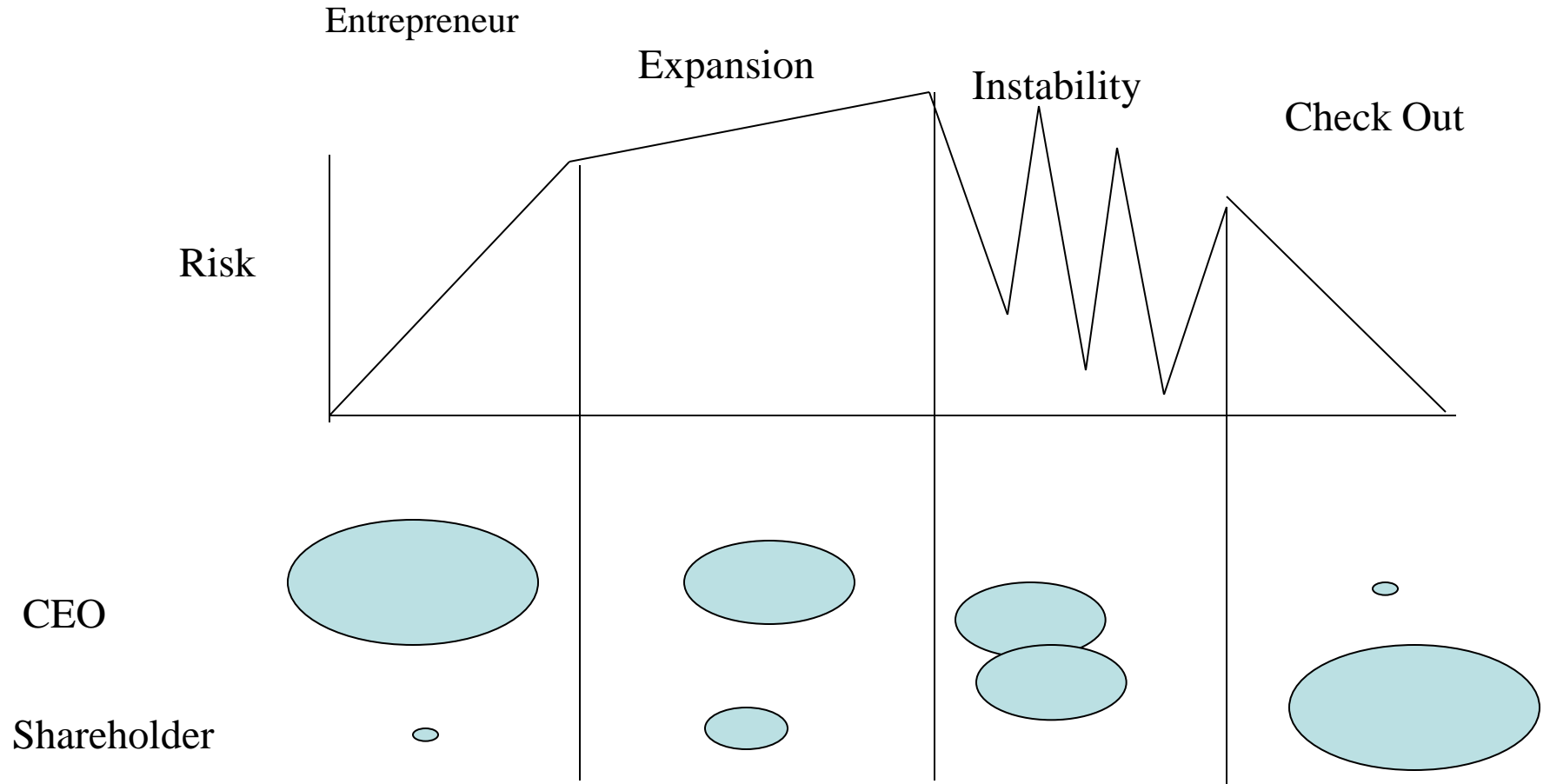


*“Based on 25 years of transaction experience,
with thousands of client companies,
unfortunately, 9 times out of 10 the “value gap”
is just too big for any type of sale today!”*

The Marketplace tells us:
*‘Before Value can be sold or
distributed....
Value must be Created!’*

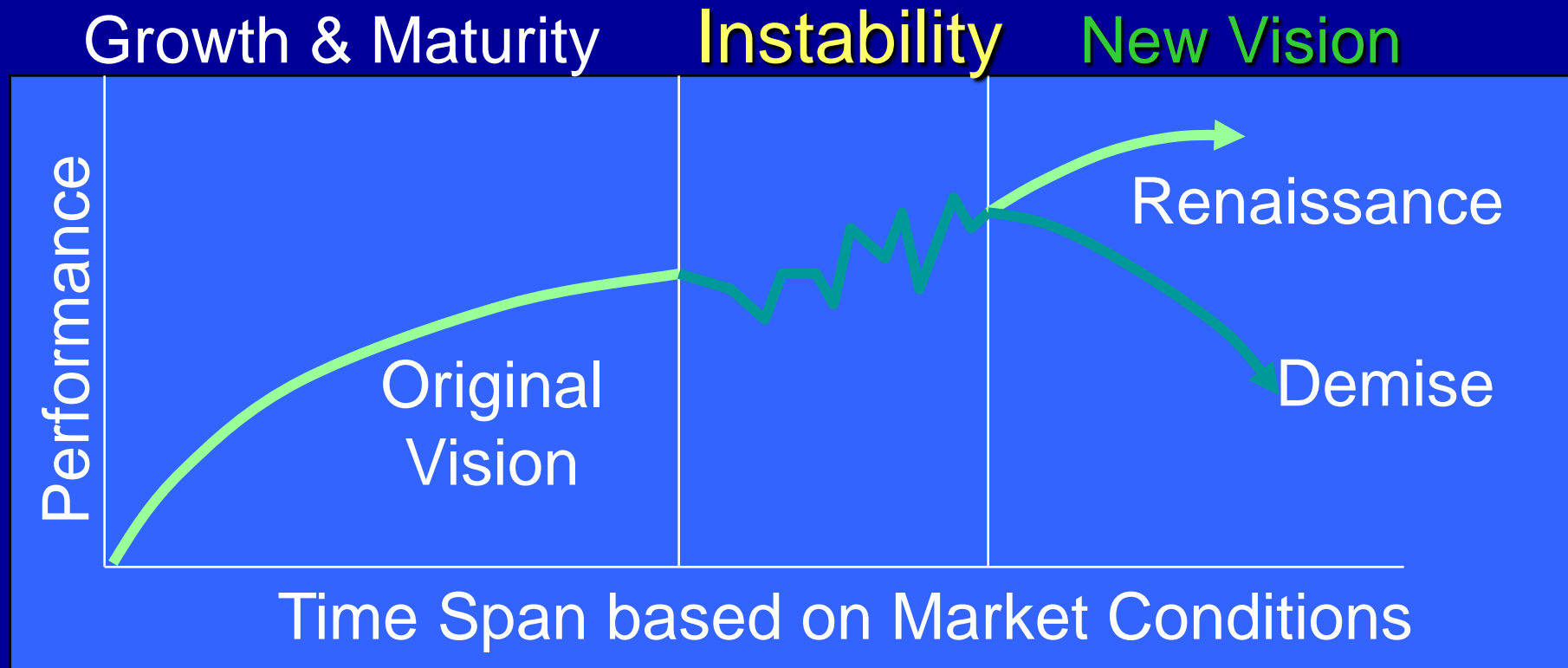


Changing “Owner-Manager” Risk Profile over the Business Lifecycle

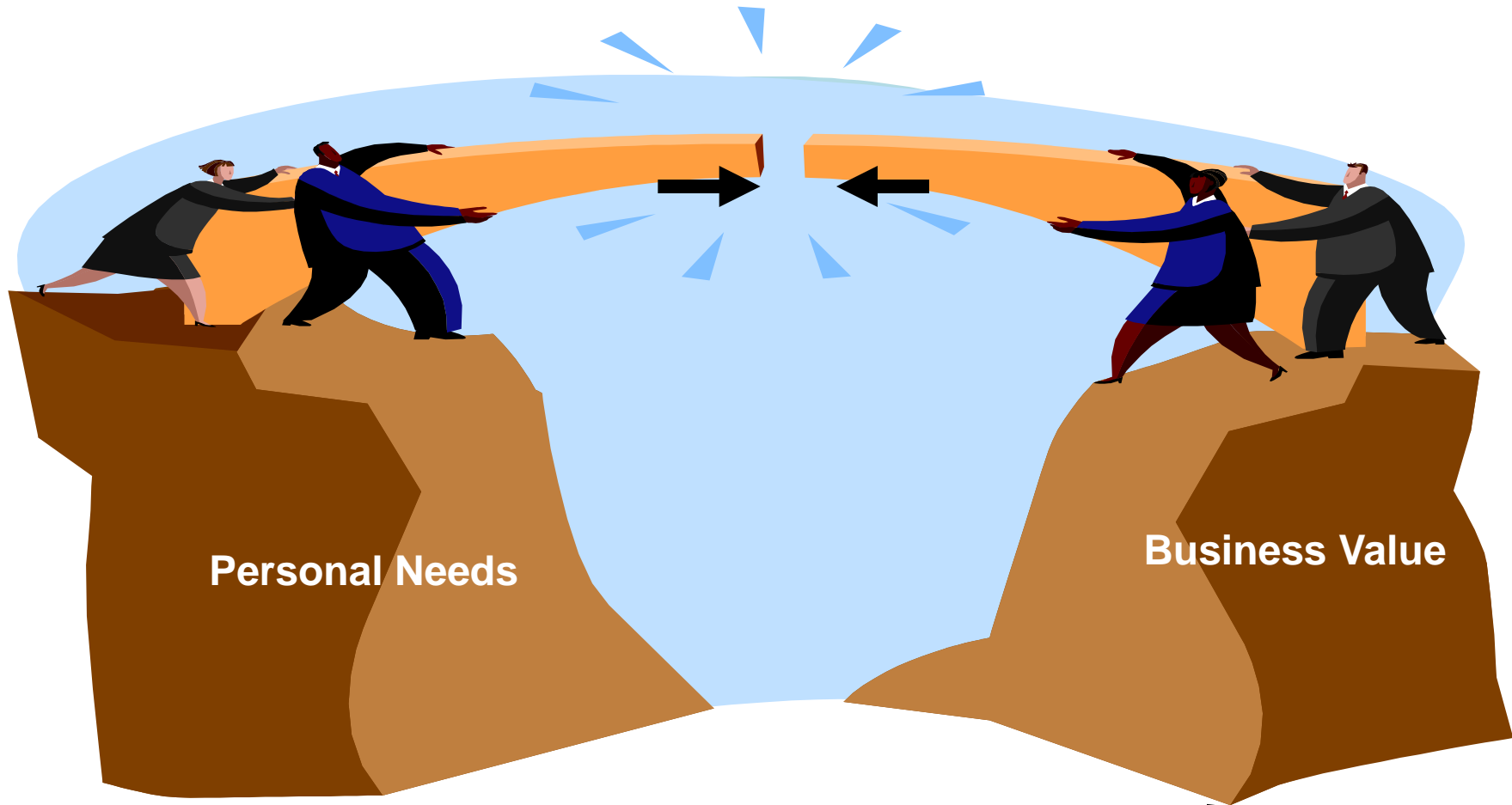


Business Changes

Where is your business now ?



What is the "Value Gap" today?



Identify and Create Solutions to Bridge the "Value Gap"

Bridging the “Value Gap”

Owner
Expectations/
Requirements
\$ _____



Business
Transfer Value
\$ _____

How?



WHO

WHAT

WHERE

WHEN

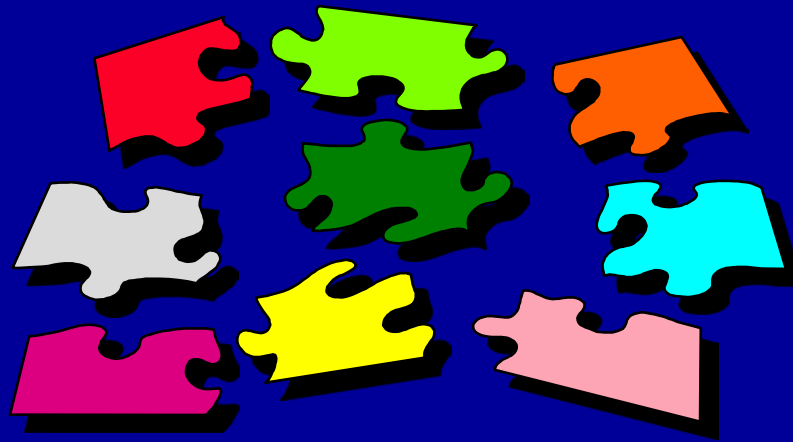
WHY

HOW

QUESTIONS

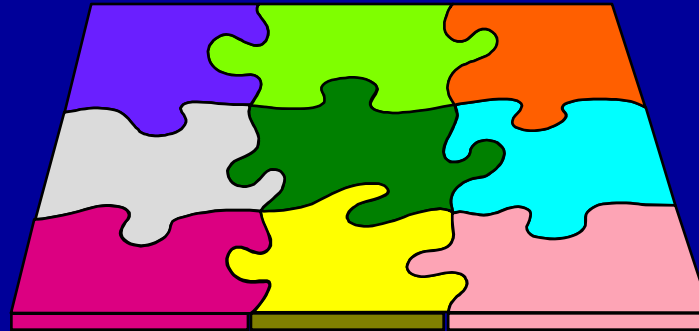
ANSWERS

A Fragmented Approach is Ineffective



Today most financial professionals focus almost exclusively on just 1 or 2 of the pieces, valuation, legal, accounting, tax, M&A, etc.
-- they fail to completely understand the owner's fundamental personal needs and comprehensively evaluate the company's overall business performance and potential

The Importance of a “BIG Picture” View



- Because the needs of the private Business Owner and the Company are so inextricably interlined the best Financial Advisors focus on the whole and not just individual parts.

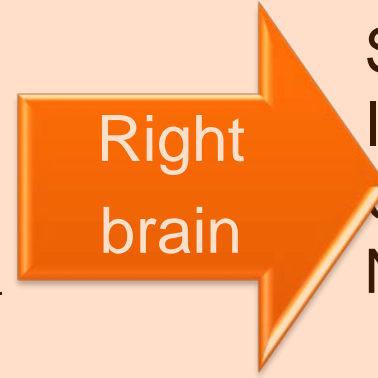
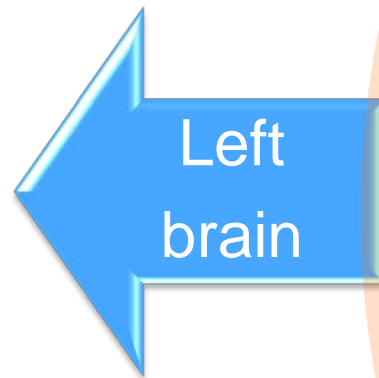
*It all begins with
awareness, information,
and education...a whole
new perspective on
the BIG picture*



Reductionism

Parts
 Structured
 Rational
 Prove it!
 Hierarchy
 Categories
 Seperate
 Future/past
 Precise
 Static
 Male
 Nosy
 Seperate notes
 Mechanic

“The New Corporate Skillset!”



Holism

Whole
 Creative
 Intuitive
 Open mind
 Synergy
 Individuals
 Connected
 Now
 Chaotic
 Dynamic
 Female
 Selfcorrecting
 Harmony
 Organic

Logical
Sequential
Rational
Analytical
Objective
Looks at parts

Intuitive
Imagination
Emotional
Synthesizing
Subjective
Holistic

The Emerging Knowledge and Social Economies



From <http://blogs.zdnet.com/Hinchcliffe>

Traditional Institutional Model Superseded

Old Model: Financial Institutions serving many individuals



New Model: P2P Many: One, One: Many, Many: Many, One: One



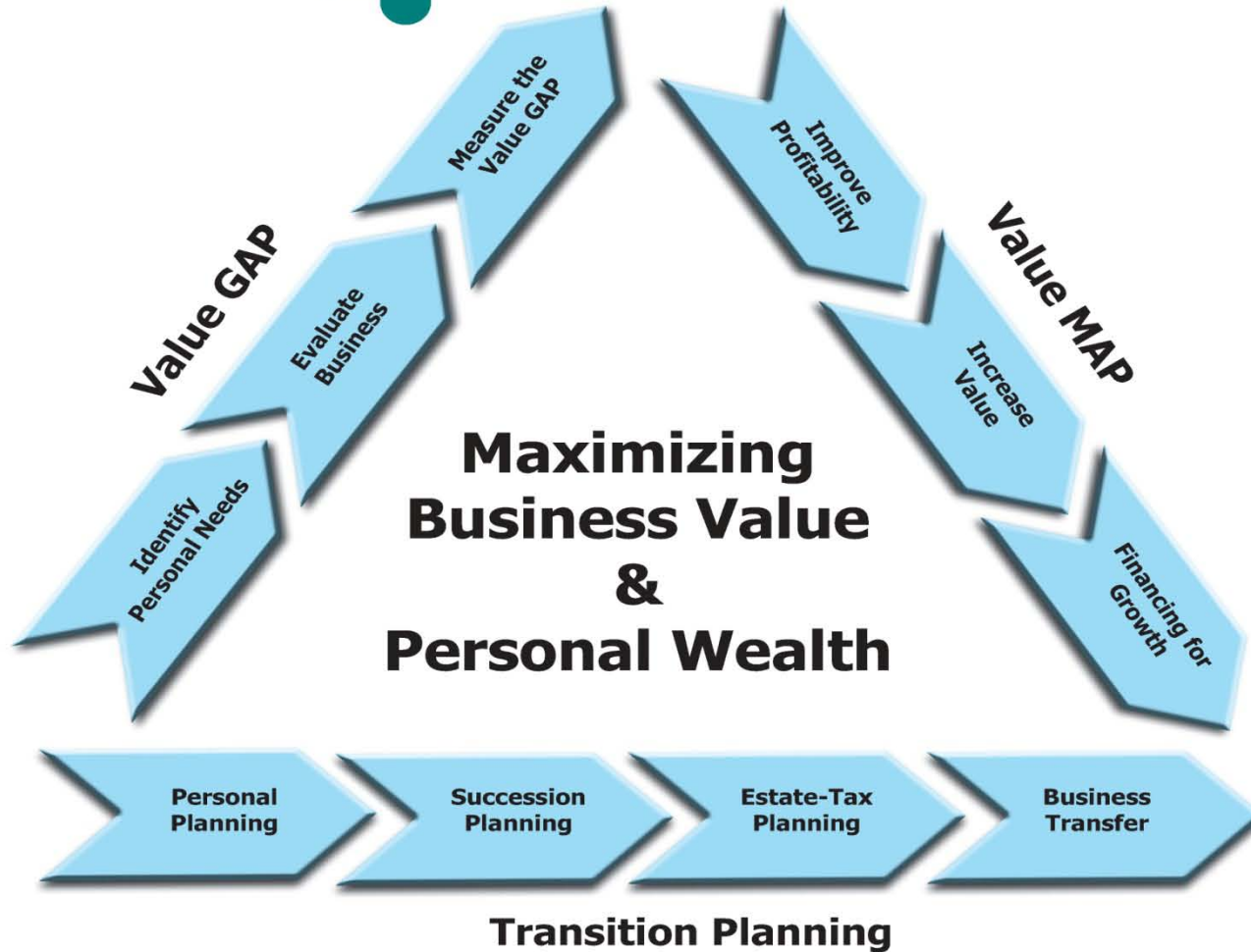
“None of us
is as smart as all of us.”
Warren Bennis





MidMarket Alliance

Connecting People, Ideas, & Capital to Maximize Value

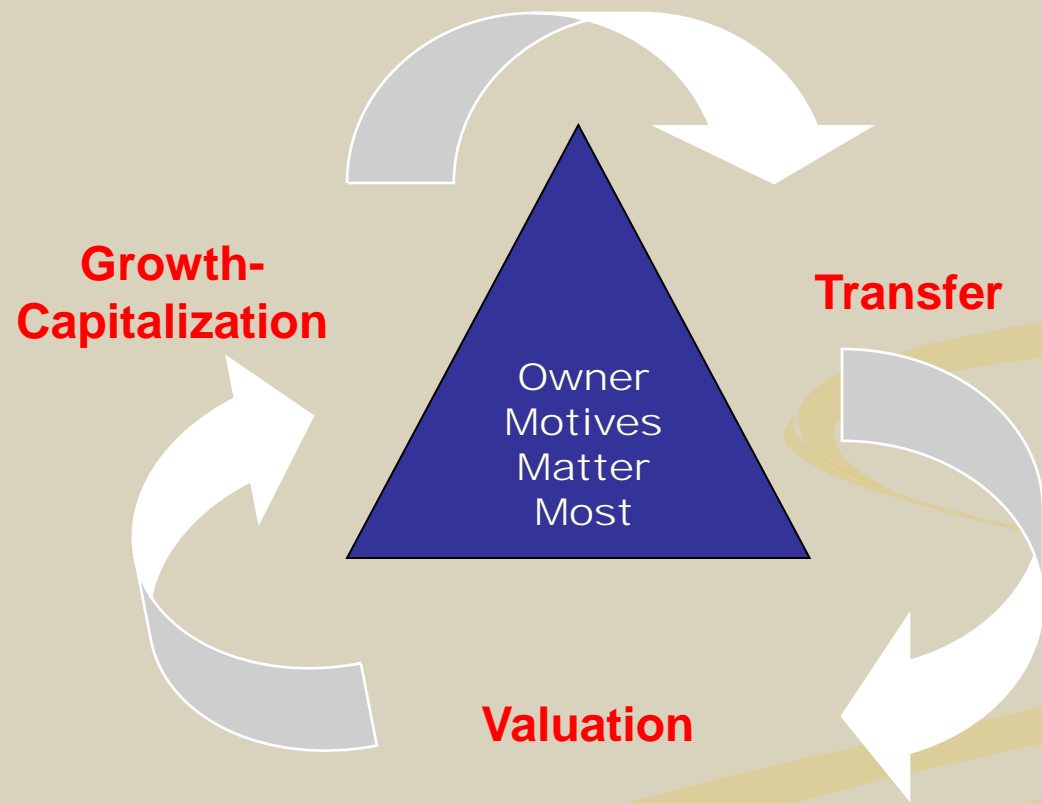


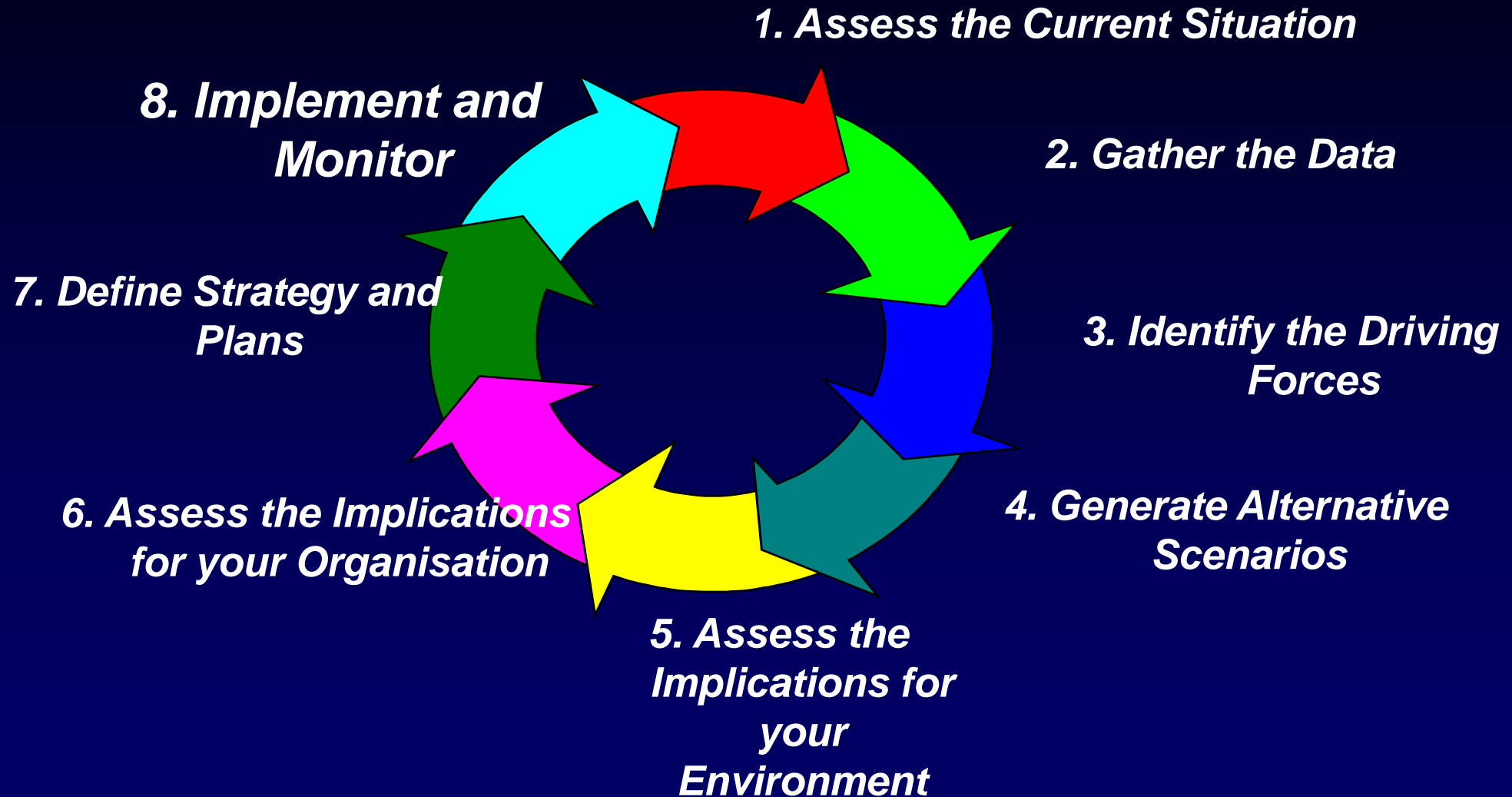
What are the Big Motives of Business Owners ?

1. Increasing *profitability* of business 89%
2. Increasing *value* of business 76%
3. Providing access to *capital* for the business 64%
4. Reducing *debt* level of business 63%
5. Expanding *size* of business 51%

Family Business, Research Findings, Mass Mutual

We Understand the Private Capital Marketplace





We Know the Maximum Value Process (MVP)



Hierarchy of Value



Who Really Manages the Team?



The Current Environment

A Fragmented Marketplace

Wealth Accumulation

401k
IRA
Life Insurance
Annuities
Mutual Funds



- Brokerages
- Banks
- Insurance and Investment Advisors

Fragmented

Wealth Succession

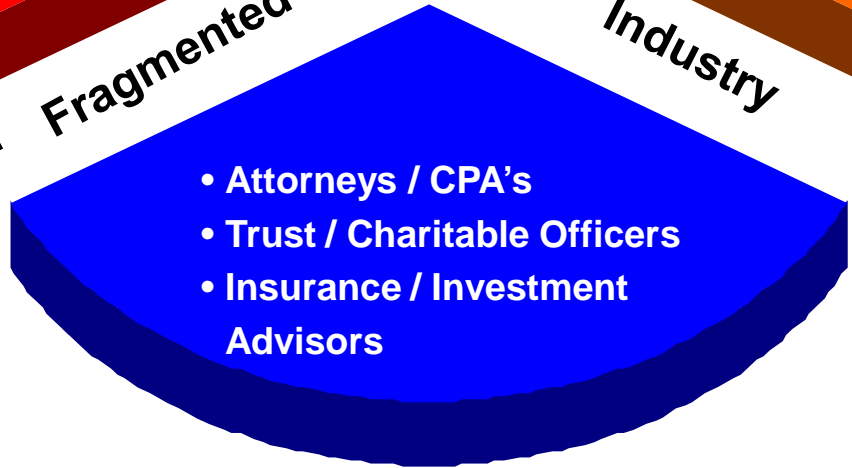
Buy Sell
ESOP's
IPO's
Mergers & Acquisitions



- CPA's
- Attorneys
- Insurance and Investment Advisors

Industry

Wealth Preservation
Estate Planning
Wills & Trusts
Charitable Planning
Foundations



- Attorneys / CPA's
- Trust / Charitable Officers
- Insurance / Investment Advisors

Fragmented

Maximum Value Player (MVP)

[pley-er] *noun*

1. a person or thing that plays.
2. one actively involved especially in a competitive field or process.



Become the lead “MVP”:



“Web 2.0 generally refers to a second generation of services available on the WWW that lets people collaborate and share information online.” - Wikipedia.com

Shared Pictures =



Shared Videos =



Shared News =



Shared Bookmarks =



Shared Knowledge =



What exactly are we Doing??

Subscribing

Rating

Organizing

Creating

Finding

Designing

Sharing

Promoting

Publishing

Web 2.0

Executable Web

Rich Internet Apps

Flash, Flex, Ajax

*Ruby on Rails,
Python
JavaScript*

Published APIs

XML

icalendar

Gadgets, Widgets

Meta Tags

Web Services

Amazon S3

Syndication

Really Simple Syndication
(RSS) Feeds, Atom

Mash Ups

Customer-Contributed
Content

Sharing

Multimedia
*Photos, Videos,
Animation, Audio, Text*

Podcasts

Blogs, Wikis

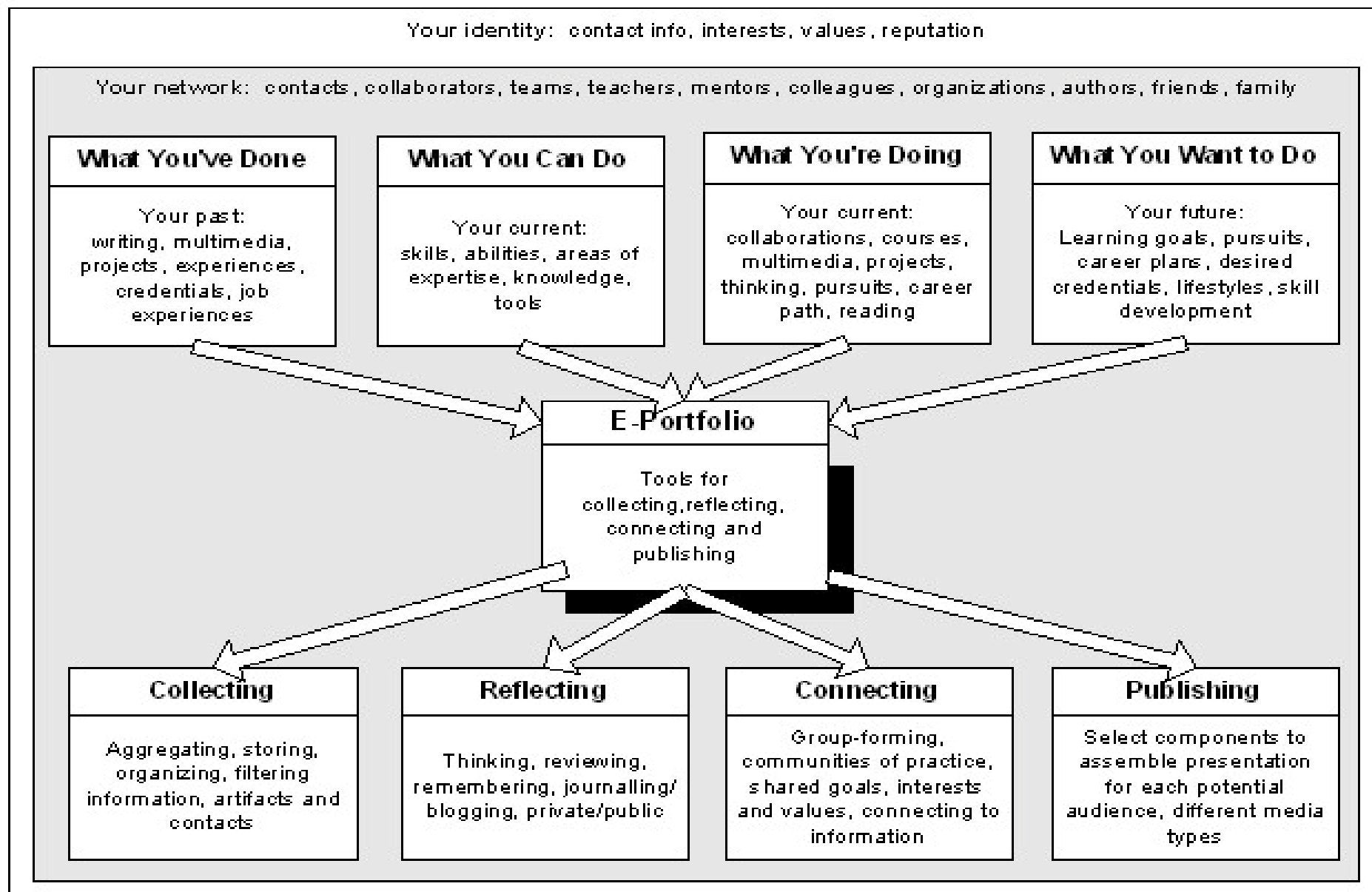
Linking

Tagging

Social Networking

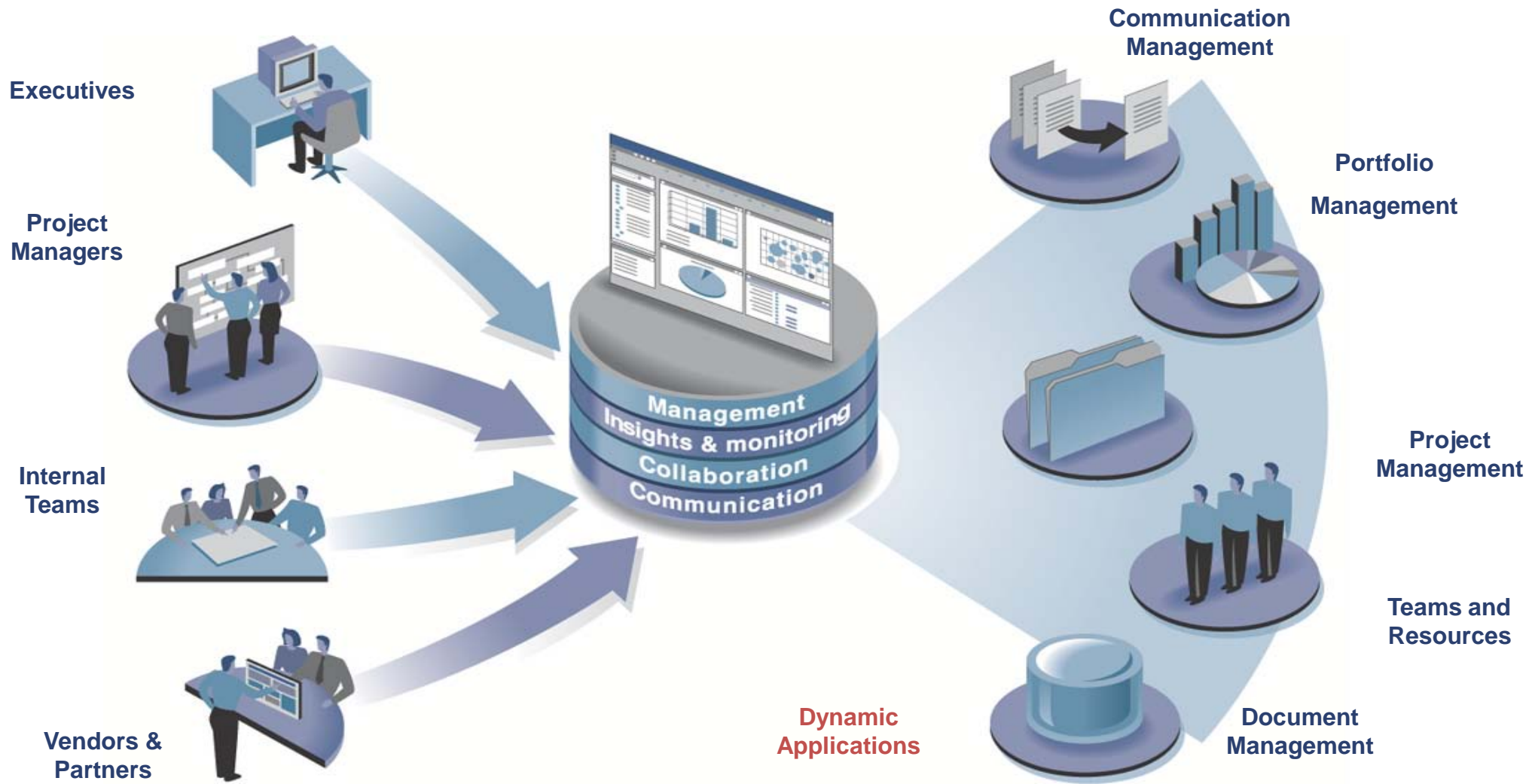
Google Earth

E-Portfolio Model

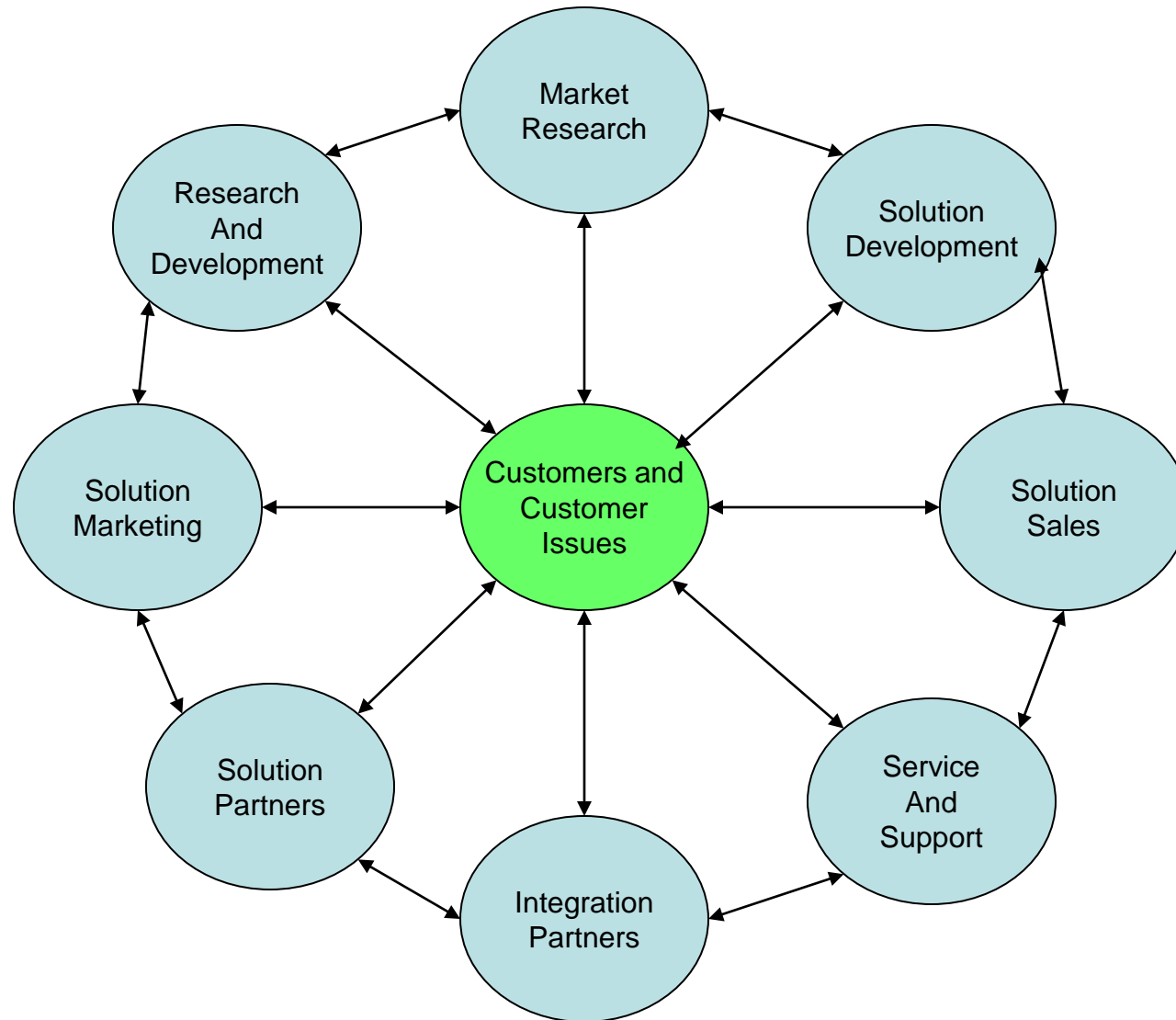


Key Intranet Business Drivers





MidMarket Alliance Solution Center



The MidMarket Alliance maximizes Value with a world-class professional community of independent experts sharing ideas, resources, and proven best practices: The MVP system





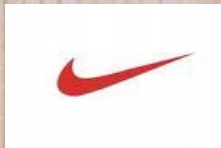
MidMarket Place.com

- Where owners and advisors of privately held businesses go for valuable free information to learn about the marketplace and to configure the ideal mix of products and professional services they need to maximize business value. *The “go-to” place for middle market owners and advisors.*
- Where professional services providers collaborate to deliver a compelling value proposition to the middle market business owner.
- A 21st Century lead generation machine

MidMarket Place.com

Branding Elements

- A Collaborative “Wiki”
- Marketing Materials
- Advertising
- Public Relations
- Direct Mail
- Events and Seminars
- Telemarketing
- One-to-One Marketing
- Conferences
- A Singular Focus on the Business Owner
- Vision and Creativity
- A Sense of Urgency
- Committed Professionals
- Passion for Excellence
- Fee Sharing Agreement
- Dispute Resolution
- ***One Goal: New Business!***



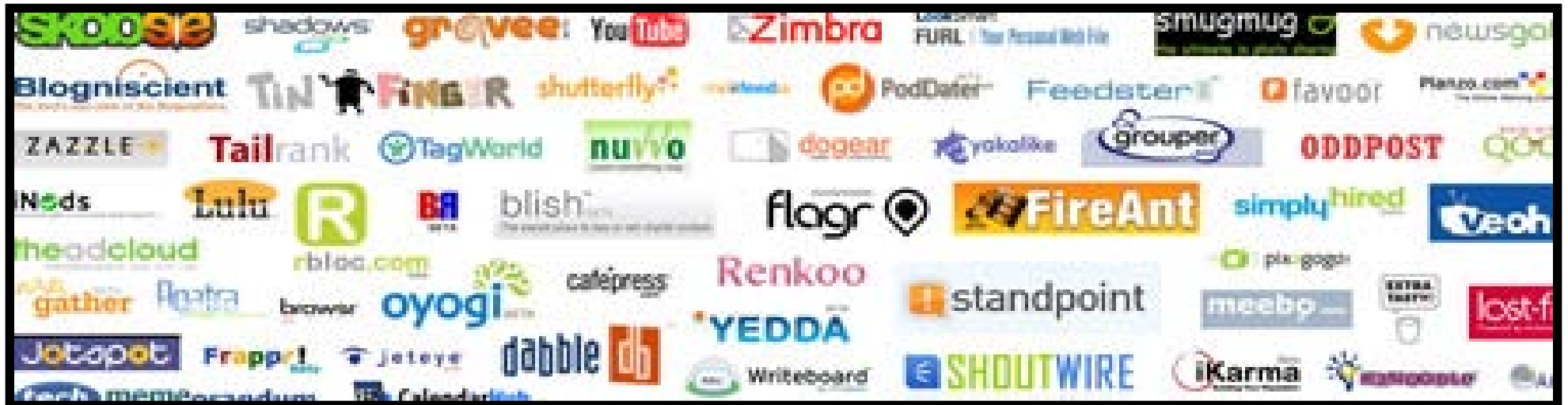
What's a Brand Community?

Brand Community – Also Called:

- *Customer Community*
- *Brand Influencer Team*
- *Fan Club*
- *Crowdsourced Network*
- *Brand Wiki Members*
- *Ambassador Program*
- *Stakeholder/Developer Forum*
- *Advisory Panel*
- *Beta Testing Group*

What It is Not - Social Network

- A Platform (typically media-driven and online) that Brings People Together i.e. YouTube, Facebook, flickr, Wikipedia



Why It Doesn't Qualify:

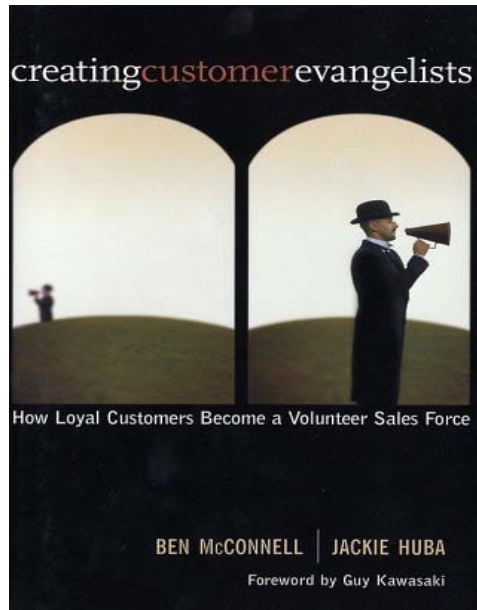
- People-centricity without a brand orientation
- A conduit, not usually the end brand game
- A social and media platform, not a brand rallying point

Brand Communities - The End Game:

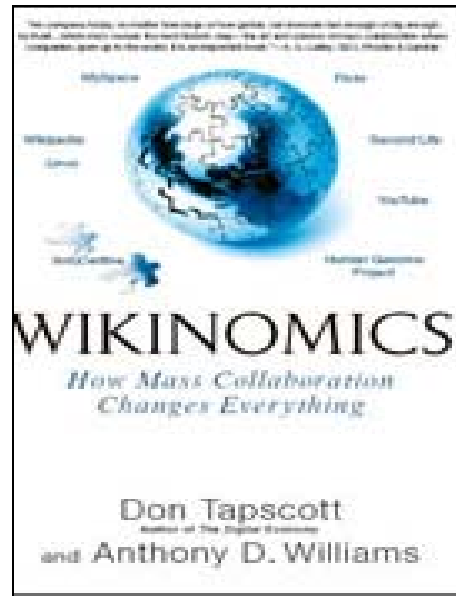
- ✓ *Accelerated sales*
- ✓ *More traffic*
- ✓ *Save costs*
- ✓ *Drive marketing efficiencies*
- ✓ *Entrench brand loyalty*
- ✓ *Improve operations*
- ✓ *Support products*
- ✓ *Upsell services*



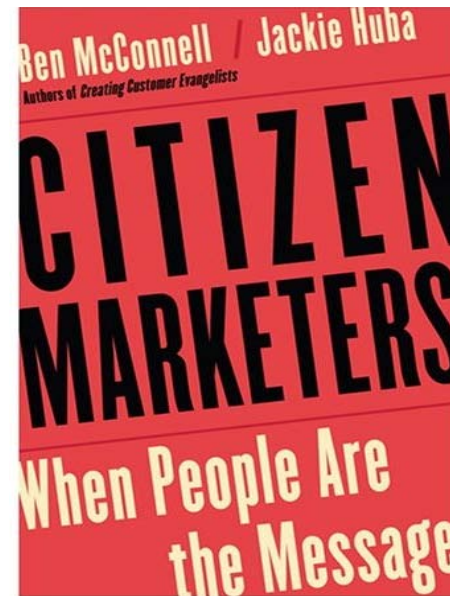
Brand Communities Can Tap Four Valuable & Untapped Market Forces



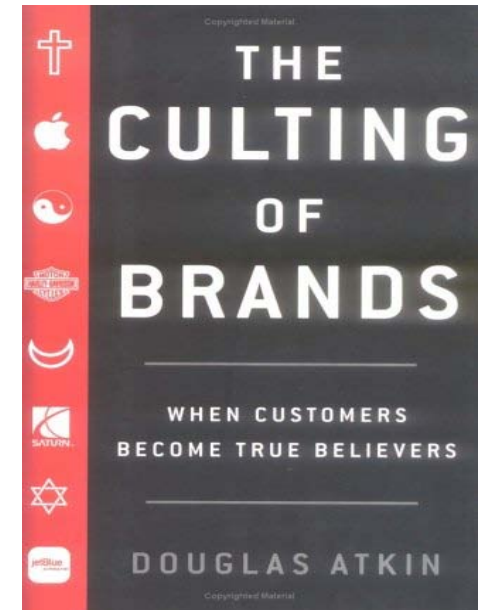
Peer
Advocacy



Peer
Collaboration



Peer
Content



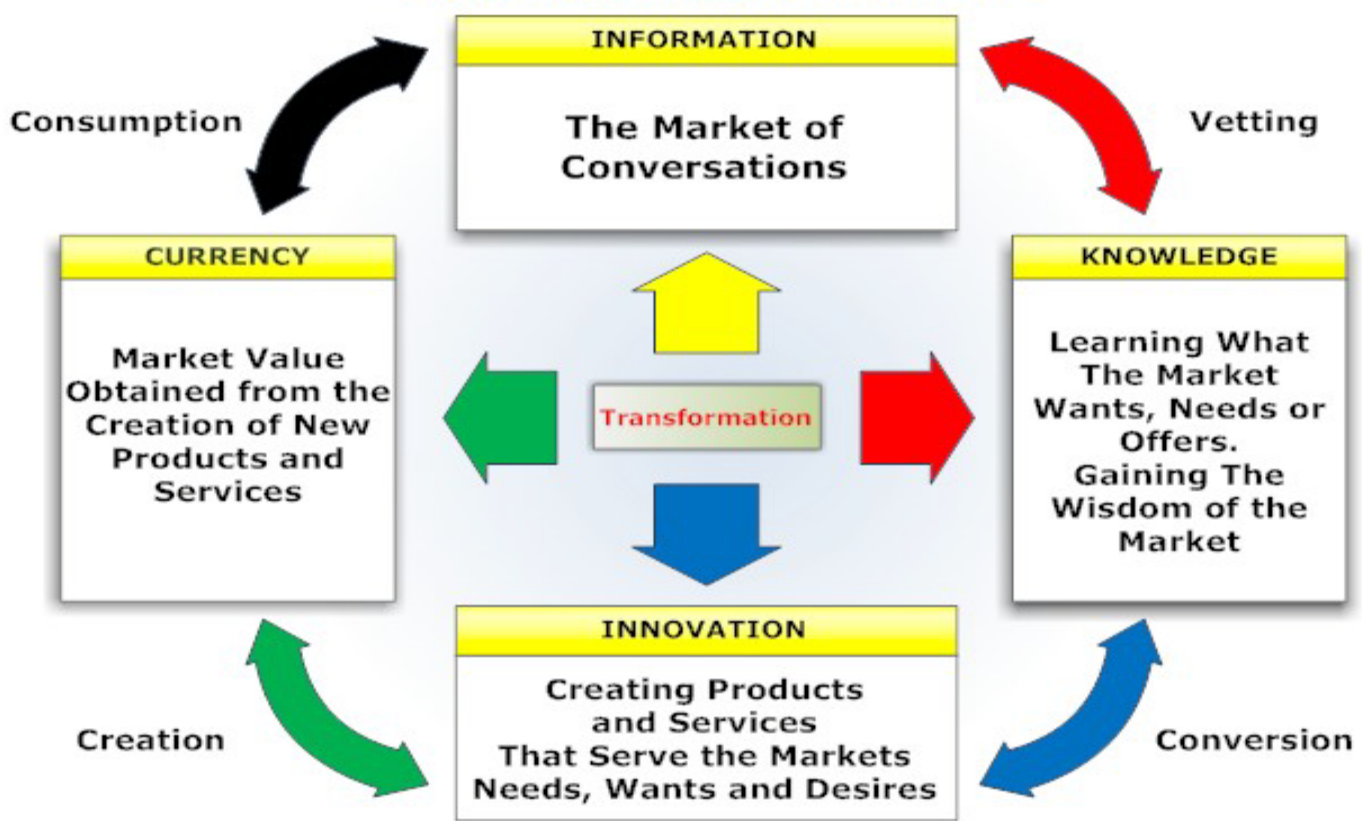
Peer
Engagement/
Fanship

Offline Outreach and Awareness

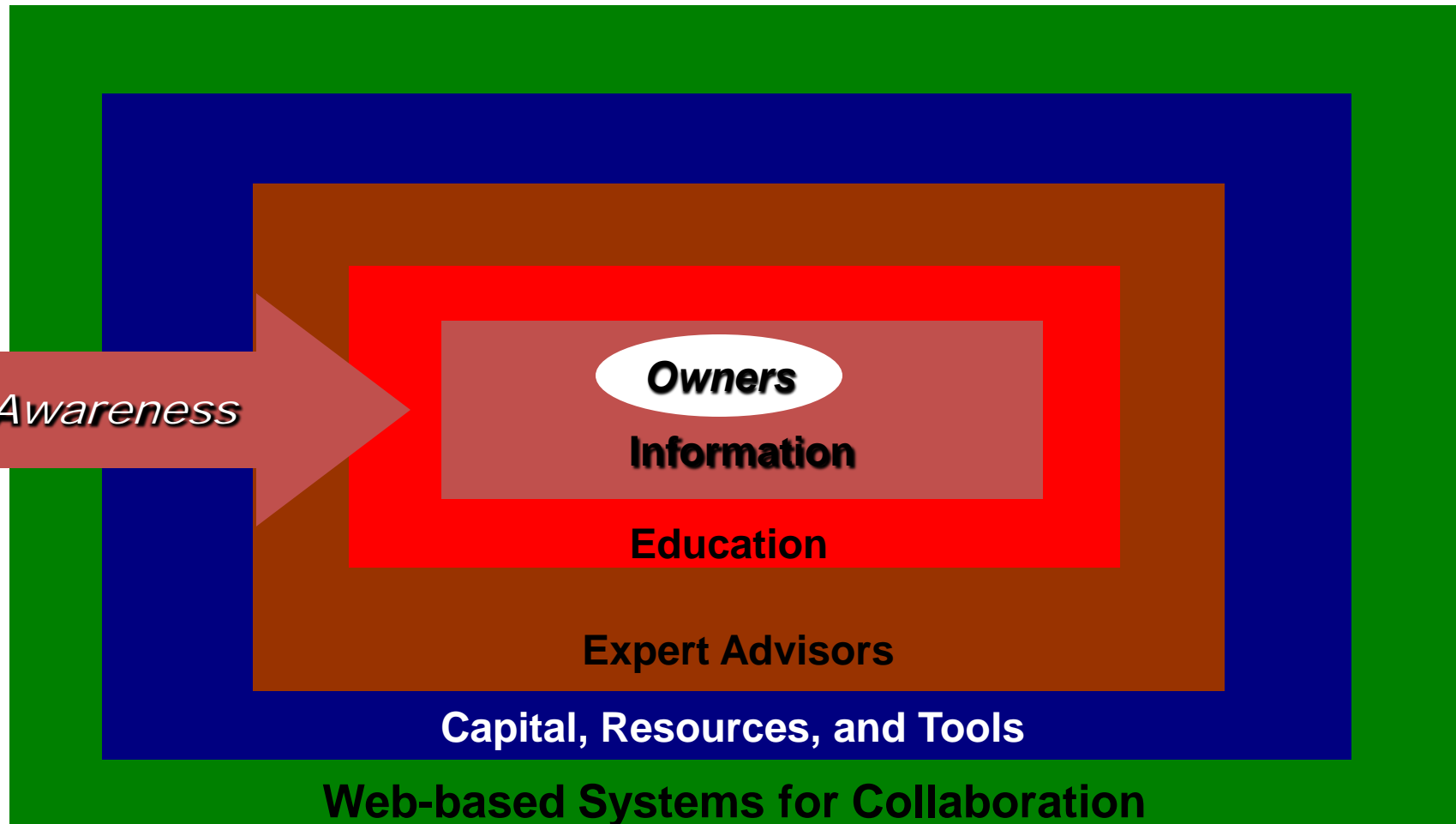


- Offline
 - Events
 - Business /Trade Shows
 - Brand Experience
 - PR /Buzz
 - Paid media/promotion
 - Other Associations
 - Referrals

Social Media Transformation Cycles



MidMarket Place.com





vision vision

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