

Sparking Business Growth

THE VENTURE CATALYSTS

Business Development Support for
Canadian Entrepreneurs

www.theventurecatalysts.net

Lost Opportunities

- Many opportunities are missed because companies do not have the right resources to take advantage of them.

Total Picture

We have the understanding and skills to take your vision and implement it successfully



Strategy

We start with providing effective strategic thinking that sets you and your company on the right course

Business Strategy

- Our strategic plans include:
 - Defining business objectives
 - Detailing operations
 - Developing realistic financial models based on years of experience
 - Outlining resources—human, financial and technical—that will deliver on your goals

Marketing Strategy

- The Venture Catalysts marketing strategy provides a detailed plan to:
 - Develop Awareness
 - Build Familiarity
 - Create Favourability
 - Generate Sales Leads

Marketing Strategy

- We do this using a strict discipline of developing the following components:
 - Understanding the Target Audience
 - Who are they
 - What they want from you
 - Where are they
 - How much do they want to spend
 - How do they make their purchasing decisions
 - Create uniqueness from the Competition
 - Develop a Unique Positioning—Brand Character
 - Develop a Tactical Plan and Budget

Sales Strategy

- Finding the right Sales Strategy can make the difference between success and failure. We develop the right sales model and develop the necessary sales support material for:
 - Internal Sales Force
 - Retail
 - Wholesale / Distributors
 - Franchise
- Pricing and Timing Strategies
 - Many companies miss key opportunities or give up critical margins in order to gain market share. We assist in maximizing your profit through careful analysis.

Franchising

- We provide you with insight into every aspect of developing a successful franchising system—including financial modeling, detailed legal requirements and effective marketing of the franchise to both potential franchisees and consumers.
 - Franchise Disclosure Documents
 - Franchise Business Plan
 - Franchise Marketing and Sales Plan
 - Franchisee Business Plan
 - Franchise Agreement
 - Franchisee Marketing Program
 - Franchisee Training and Support Program

Financial Modeling

- You want your business strategies to make sense but more importantly you want them to make money. They can include:
 - Integrated Profit and Loss, Balance Sheet and Cash Flow Statements on a month by month basis
 - Scroll bars connected to your key business drivers, so you can see the impact of changes to your most important costs and revenues
 - If you have several divisions, they can include roll up and drill down capabilities for each division
 - Monte Carlo simulations for several business variables modified at random and, at the same time, giving you a more realistic view of what can happen going forward in an uncertain world

- The Venture Catalysts will advise on the best course of financial action and link you with experts in each area of:
 - Initial Public Offering
 - Private Placements
 - Franchising
 - Internal

Investment Relations

- Investor Presentations
 - Develop a complete presentation—including putting together the Power Point slides, the information package and a Frequently Asked Questions and Answers document. Our experienced partners can then train you on how to most effectively deliver the material so it has the impact you desire.
- Analysts Meetings
 - The Venture Catalysts will use their extensive contacts in the brokerage industry to provide an audience to your message.
- Advisory Board
 - The Venture Catalysts will develop a structure, craft the invitation and assist in the launch and operation of the Advisory Board.

Special Services

Business Development goes beyond
Strategy

- The Venture Catalysts employ directly or through affiliates a wide range of marketing tactics including:
 - Traditional Advertising
 - Direct Mail
 - Direct E-Mail
 - Media
 - Internet
 - Trade Shows
 - Seminars
 - Telemarketing
 - Broadcast Faxes
 - Brochure Design
 - Flyer Distribution
 - Identity Kits
 - Loyalty Plans
 - Promotional CDs
 - Reseller Kits
 - Sponsorship
 - Web Sites

Micro Cap News

- Canada's Independent Micro Cap Stock newsletter
 - analysis and news on non-resource companies
- Funded by:
 - Advertising
 - Subscriptions

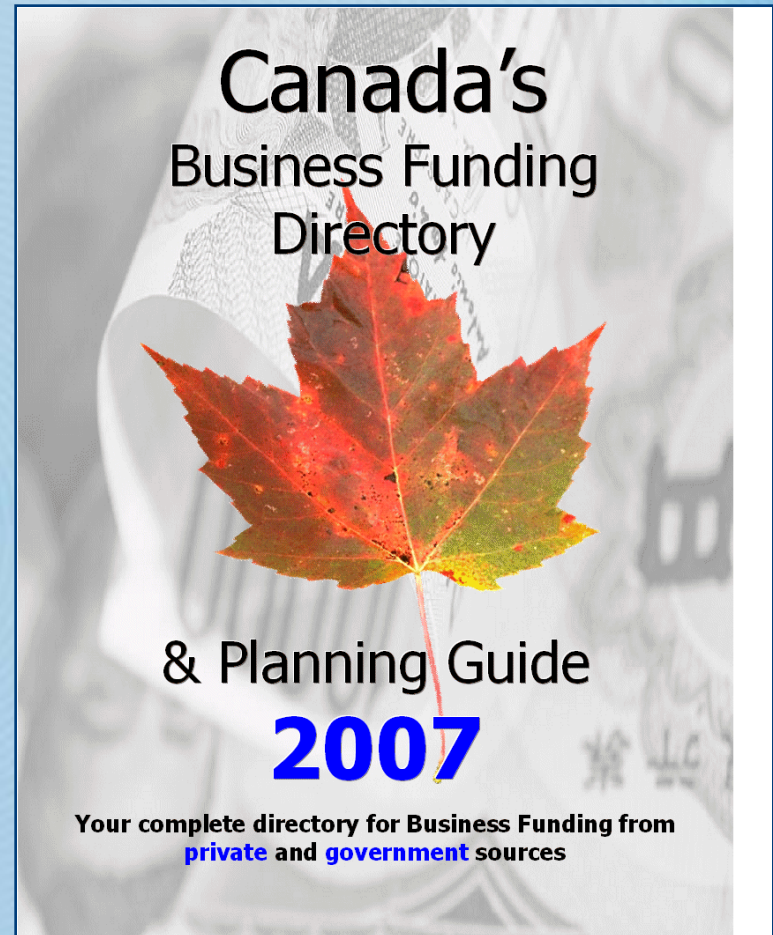


- Canada's business development portal
 - Ideaz
 - Toolz
 - Seminars
 - Software
- Funded by
 - Companies seeking access to entrepreneurs
 - Software Sales



Business Funding Directory

- 922 Pages filled with every possible place to find business funding in Canada
- Funded by:
 - Subscriptions
 - Sponsors



Web Hosting

- TVC-Hosting.com provides quality web hosting to clients at affordable rates



Hosting for busy entrepreneurs

Simple, turnkey solutions where everything is taken care of
tvc-hosting.com

Capabilities

The Venture Catalysts have the skills and expertise based on a combination of experience of working with a wide range of industries, and education

- Jim Adams - Managing Partner
 - A diverse wealth of experience—in finance, politics, marketing, journalism, and general business—enables Jim Adams to bring an exceptional range of skills to the table. He is highly adept at developing forward-thinking strategies and policies as well as incisive problem solving.
 - 20 years of Marketing and 10 years of Finance

- Geoff Salmon
 - Combines his Law Degree from University of Western Ontario with a strong background in both the private and public capital markets to bring his clients proven Investment Relations strategies.
 - Geoff Salmon has developed a range of financial modeling tools that assist our clients in managing risk.

- Corina Lotreanu
 - A broad scope of experience—in strategic and international marketing, branding, marketing research and public relations—coupled with a sound education enables Corina Lotreanu to successfully design and implement visionary integrated marketing programs.
 - Highly committed to her clients and partners, she approaches each and every project with solid problem-solving skills.

- Alvin Curling
 - Former Canadian Ambassador to Dominican Republic
 - Former Speaker of the Ontario Legislature and Cabinet Minister
 - Strong National & International political connections
 - Adept at mediation

Industry Experience

- Business Service
- Car Rental & Limousines
- Database Development
- Entertainment
- Environmental
- Finance
- Food Processing
- Government
- Health Care
- Housing
- Insurance
- Manufacturing
- Mining
- Personal Care Products
- Pyrotechnics
- Real Estate
- Restaurants & Catering
- Retail
- Technology
- Training & Education

The Client List

- Franchising - 11 Clients
- Business Strategy - 37 Clients
- Marketing & Sales Strategy - 25 Clients
- Investor Relations - 32 Clients

Business Models

- Private
- Public
- Reverse Takeovers
- Sole Proprietorship
- Cooperative
- Franchising
- Licensing

Affiliations

- Associations
 - Canada India Partnership
 - Canadian Trade Council for South Asia
 - The Executive Committee