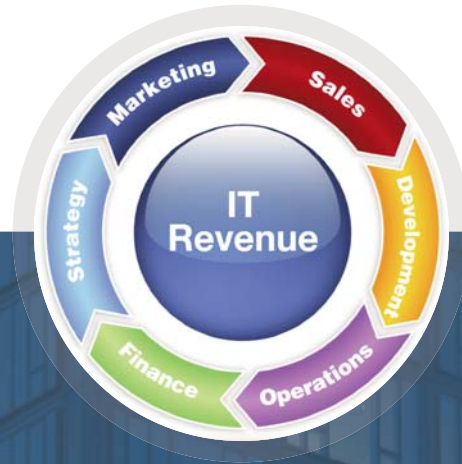


STRATEGIC PLANNING FOR HIGH TECH COMPANIES



- o planning
- o calculating
- o managing



Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people.

SUCCESS IN BUSINESS . . . IS A PLANNED PROCESS



PHASE 1 -- PRE-MEETING CURRENT BUSINESS MODEL ASSESSMENT

WE TAKE AN ANALYTICAL APPROACH TO HELPING CLIENTS BUILD AN ACCURATE STRATEGIC PLAN BY FIRST ASSESSING THEIR CURRENT BUSINESS POSITION.

Through our best practices databases, we complete a detailed financial analysis of your business and measure you against your industry competitors. Then we create an independent, non-biased business valuation of your business' worth using a discounted cash-flow assessment and then we scorecard your marketing, sales and strategy process. This also enables us to assess

your current business value from a prospect's perspective, then measure the distance between their perception of value and yours.

With this detailed background, we then understand better the client's growth success potential and use this information as a foundation for their plan development.



PHASE 2 -- ON-SITE STRATEGIC PLAN DEVELOPMENT

HAVING AN IN-DEPTH UNDERSTANDING OF YOUR NEEDS AND GOALS IS FUNDAMENTAL TO THE WAY WE WORK WITH YOU.

Through a tactical 2-day one-on-one client workshop, we walk CEOs and their management team through an interactive discussion on their current business position and then hold an exploratory strategy session on where they want and need to go. Using the Value Forward methodology, we systematically help them build specific goal objectives, calculate corporate asset

requirements, and determine employee staffing needs and plan timelines needed to layout their strategic plan.

“THE DIFFERENCE BETWEEN AN ENTREPRENEURIALY MANAGED COMPANY AND A PROFESSIONALLY MANAGED COMPANY -- IS PLANNING AND METRICS.”

PAUL R. DIMODICA



PHASE 3 -- MANAGING AND UNDERSTANDING

WE PROVIDE BEST PRACTICES AND COACHING ADVICE AND AN INTEGRATED REVENUE GROWTH APPROACH THAT CAN HELP YOU ACHIEVE YOUR CORPORATE GOALS

Once your on-site strategic planning session is completed, we regroup with all the data, client objectives, and business assumptions collected during the engagement and then write your strategic plan.

Once your plan is submitted, we then provide the CEO and the management team ongoing coaching and consulting on the plan's recommendations and implementation requirements.



Paul DiModica

ABOUT VALUE FORWARD GROUP

Paul DiModica is the founder and CEO of Value Forward Group and the senior practice consultant in our firm. As a bestselling author, Paul speaks internationally on technology and professional services marketing, strategy and sales best practices success methods.

Paul is editor of the world's technology largest sales, strategy and marketing strategy newsletter called HighTechSuccess (formerly BDM News) read by executives in over 110 countries.

Paul is the author of the upcoming book High Tech CEO Success Strategies to be released in the 4th quarter of 2010.

Prior to launching the Value Forward Group, Paul spent over 20 years in business as a Senior Vice President of Sales and Marketing, Vice President of Strategy, Vice President of Operations, Chief Operating Officer and company Founder in private, family-run and public technology, software and professional service companies with annual revenues up to \$900 million.

Paul has been featured or interviewed by the *New York Times*, *Investors Daily*, *Fox News*, *Selling Power Magazine*, *Sales and Marketing Magazine*, *CIO Magazine*, *CFO Magazine*, *Entrepreneur Magazine*, *Training Magazine*, *Marketing Magazine*, *Transport Times*, *Computer World Magazine*, *Entrepreneur Radio*, *Chicago Tribune*, *The Cleveland Sunday Paper*, *Kansas City Small Business Monthly*, *The Manager's Intelligence Report*, *Agent's Sales Journal*, *Executive Travel Magazine*, *Wisconsin Professional Journal*, *Time Compression Technologies Magazine*, *Minorities and Women Magazine*, *Broker Agent News*, *World Fence News*, *Affluent Magazine*, *Value Added Partners*, *The Merchant Magazine*, *Pennsylvania Business Central Magazine*, and many others.