

KEIRETSU



SQUARED

# A New Approach To Successful Private Equity Investing and Building High Growth Companies

Safeguarding Investments | Maximizing Success Potential | Turning Opportunities Into Outcomes

**Built to magnify the collaborative mindset, intelligence, and strength of the world's largest angel investor network**

**Keiretsu Squared was designed to solve two critical challenges:**

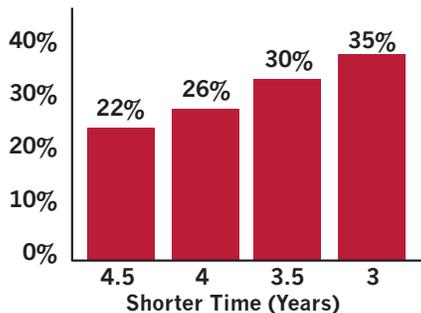
- For all angel investors, we reduce the serious and real risk of private equity investing. Through accelerating progress, we work for investors to minimize dilution, which maximizes potential ROI.
- For entrepreneurial executives, we partner with companies to actively build best-of-breed investment opportunities before pursuing the opportunity to syndicate. Through a structured and interdisciplinary approach, we avoid wasting capital. And, that protects both investors and entrepreneurs.

Keiretsu's global network of over 2,500 members has invested more than \$750 million in 1,000+ opportunities since inception. Keiretsu Squared helps its members, and all private equity investors, sleep at night.

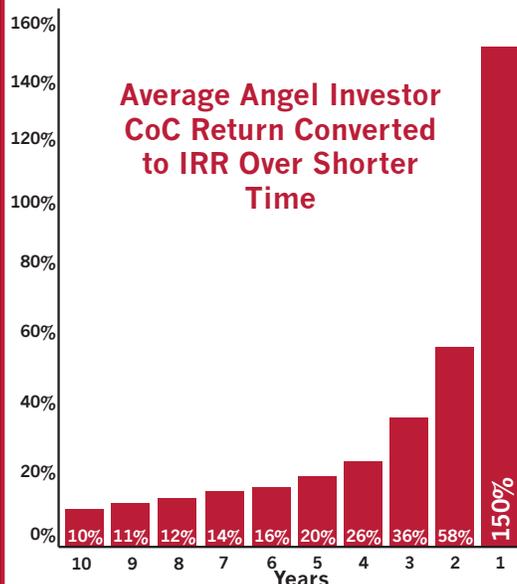
## The Opportunity to Excel

The expression "Time is Money" can be translated to mean faster progress maximizes potential ROI. ARI's 2016 HALO Report found the overall CCR was 2.5x capital, the average holding period was 4.5 years, the resulting IRR across all losses and successes was 22%, and the biggest wins typically took nine or ten years. Actively improving either (or both) the likelihood of positive outcomes and the speed to positive outcomes improves IRR. The potential impact of actively working with our investments rather than just advising them is illustrated in the charts below.

**Potential for Increase Above Average IRR**



**Average Angel Investor CoC Return Converted to IRR Over Shorter Time**



## Our Approach

- ✓ Be Outcome Defined
- ✓ Be Interdisciplinary
- ✓ Be Comprehensive
- ✓ Be Hands-On (Not Just Advisory)
- ✓ Use Efficient, Leveraged Actions
- ✓ Provide Anticipatory Blind Spot Management
- ✓ Surround The Best People With The Best People
- ✓ Enhance Resources and Access With Participation in Follow-Through
- ✓ Respect and Solve for Limited Executive Time-Bandwidth
- ✓ Build Alignment
- ✓ Incorporate Qualitative Risk Management
- ✓ Stay Centered on Measurable Results
- ✓ Be Structured, Yet Adaptable
- ✓ Balance Immediacy with Full Global Growth Potential.

Keiretsu Squared's programs are open to companies not associated with The Keiretsu Forum in addition to Keiretsu Forum applicants and portfolio companies.

We are based in the San Francisco Bay Area, but serve all companies around the globe virtually.

# The K<sup>2</sup> Velocity Program

## RISK MANAGEMENT

We help build a unified executive team aligned behind objectives and approaches. We conduct a full status assessment and strategy analysis to identify innovative growth strategies. We undertake an assessment of current or potential future conflicts or matters to be resolved and create a process to resolve any matter distracting the executive team from operating at its full potential. In support of high performance teams, we identify the essential corporate culture and enhance processes for operational effectiveness. We enhance the path to revenue growth and the investment deal structure to expand the strength of the Participant's capital offering.

## COMMERCIAL

The Commercialization Team begins the process of reviewing, assessing, and refining all production, distribution, and supply-chain efficiencies, including identifying inaccurate cost assumptions and adjusting capitalization requirements.

We begin the process of expanding potential applications and markets, while working with executives and engineers to revise the technology development roadmap. Alternatively, an Industry Specific Accelerator will conduct a comprehensive analysis of the Participant's assumptions and growth plan to anticipate unforeseen, potential missed milestones and reduce dilution.

## TECHNOLOGY & INDUSTRY SPECIFIC DEVELOPMENT

We assess the Participant's overall marketing plan, work to refine the core brand, and enhance the related messaging. We then develop enhanced promotional plans and materials to generate demand. We work on your PR strategy and the foundation for building a public presence to gain traction with key influencers.

## COMMUNICATIONS AND PR

## FINANCE

We refine both the assumptions underlying the financial model and the changes to costs and projections that have resulted from the process. We work closely with executives to make alterations to the revenue model, capitalization model, and cash flow management plan. This process re-directs Participants to enhanced paths to faster revenue growth.

Our experts will re-work your sales plan to maximize the speed to future market growth and develop enhanced approaches to increase sales. We provide support in negotiations and closing techniques. We improve the onboarding transition, creating a detailed post sales deployment and adoption plan. We bring forth the power of the Keiretsu Forum's global network of highly accomplished members and investors to open doors, and actively help turn those open doors into transactions.

## SALES & PRODUCT DEVELOPMENT

For a full Program Overview, please visit [KeiretsuSquared.com](http://KeiretsuSquared.com)  
Contact Us: +1 415 860 3223 or via email at [K2@KeiretsuForum.com](mailto:K2@KeiretsuForum.com)