

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:

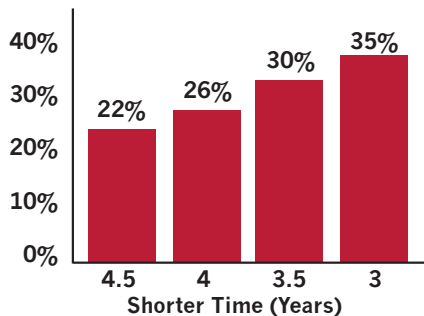
- For all angel investors, we reduce the serious and real risk of private equity investing. Through accelerating progress, we work for investors to minimize dilution, which maximizes potential ROI.
- For entrepreneurial executives, we partner with companies to actively build best-of-breed investment 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.

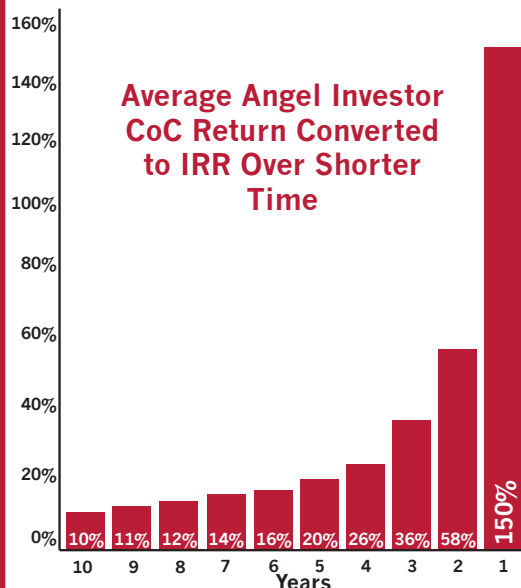
The Opportunity to Excel

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 K² International Sales Development Program

With the experienced active support and strong relationships that K² provides, entrepreneurs can grow their businesses at home while increasing sales in other regions around the world. Increasing sales activity attracts more investment, which can be used to develop even more sales.

- ✓ Accelerated path to successfully completed first and second generation sales in multiple countries
- ✓ Increased high-level access to potential customers
- ✓ Active involvement in winning new customers
- ✓ Close management of both the sales process and sales teams
- ✓ Faster integration of new sales people to avoid wasting capital
- ✓ Greater speed to market in business critical locations across the globe

01

We introduce a sales approach to maximize the speed of growth. We develop enhanced approaches to increase sales and make sales materials more compelling. We participate in negotiations with prospective customers to identify and solve what is preventing each transaction from closing. We work together to help complete transactions with potential customers.



02

We integrate the key elements from our Velocity Program into the Sales Development Process to ensure success.



03

We then bring forth the power of the Keiretsu network to open doors and actively help turn those open doors into successful transactions.



04

We work to create demand generating alliances and further expand sales channels. We put in place the sales tools and infrastructure needed to generate and close new leads, including: lead qualification, lead retention, sales pipeline management, and bid management processes.



05

We work closely with our Participants over the long term to develop both expanded and recurring sales. We either use available members of our own sales team or help identify and hire qualified employees. In either approach, our Sales Implementation Accelerators manage the effectiveness of the salespeople working for or on behalf of each Participant.



For more information about all K² programs, please visit KeiretsuSquared.com.
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