

*“Delivering Simple Truths about Investment Risk & Exposure”*



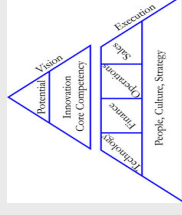
*Delivering Simple Truths ...  
About Investment Risks & Exposures*

# *AXIOMATE, Inc.*

*A Due Diligence Firm*

*Business Overview*

*“your SWOT Team”*





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## The Due Diligence Team

A team of seasoned entrepreneurs each with specialties in the areas of:

👉 Accounting / Auditing

👉 Human Resources

👉 Sales & Marketing

👉 Law

👉 Operations

👉 Software Development

👉 Information Systems

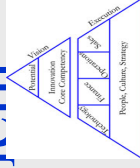
👉 Product Development

👉 Customer Support

👉 Cultural Development



[www.axiomate.com](http://www.axiomate.com)

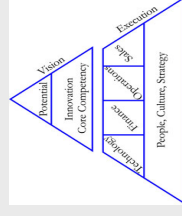




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*Axiomate exists to facilitate informed strategic  
decision-making. We provide our clients with  
pertinent information and insightful analysis.*

*Axiomate is a customer-centric company  
that serves the investment community*





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# *We serve the Investment Community*

*Those that have a significant financial stake in  
the success of a venture*

## **We Serve:**

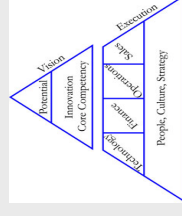
- Venture Capitalists
- Angel Investors
- Companies that Acquire Others
- Banks
- Attorneys

## **We help with:**

- New Investments
- Understanding Under Performing Investments
- Monitoring
- Troubled Company Management / Recovery



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# The SWOT Team

## Strengths

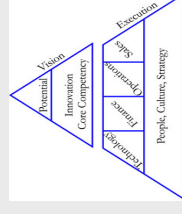
## Weaknesses

## Opportunities

## Threats

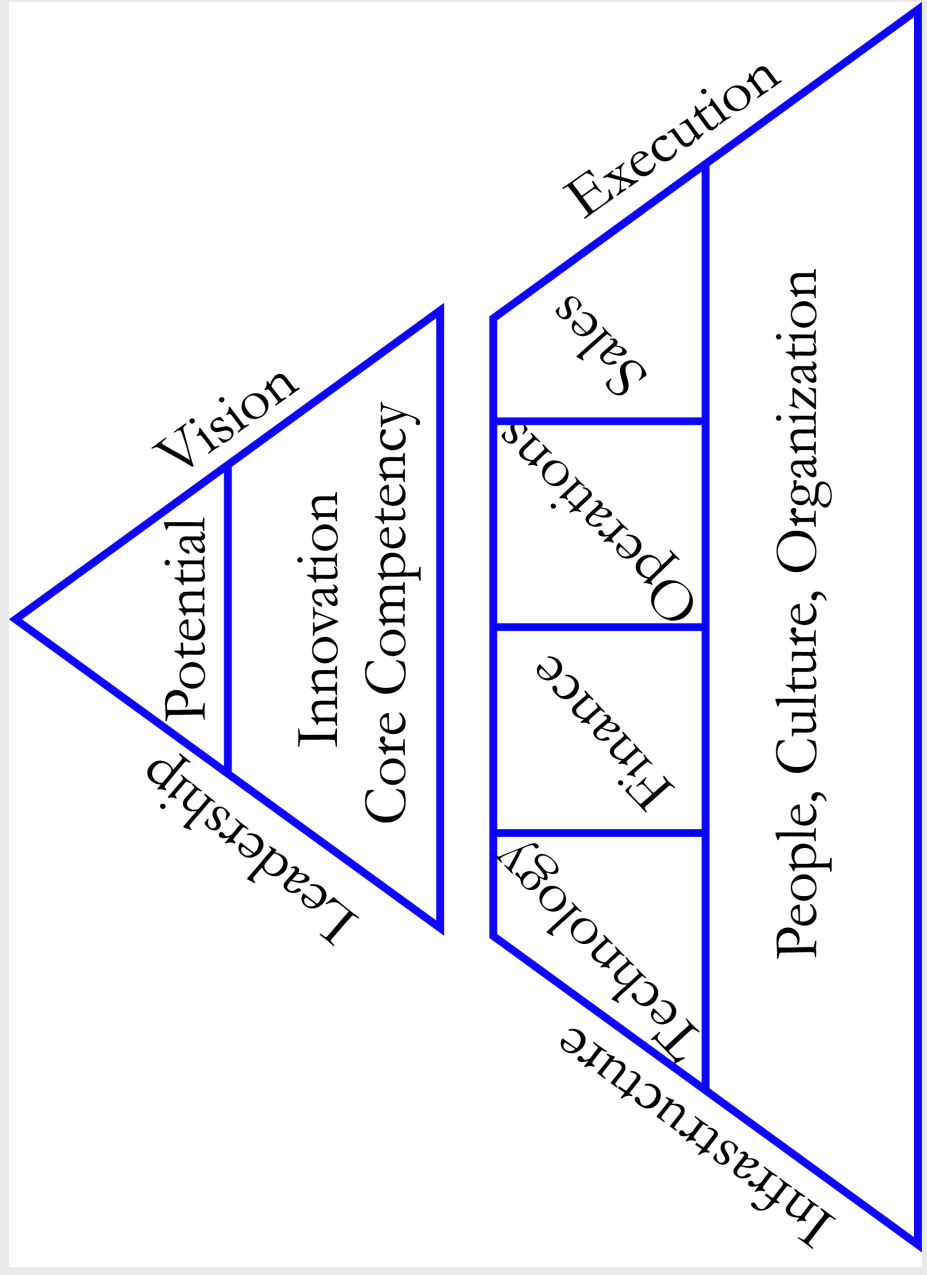


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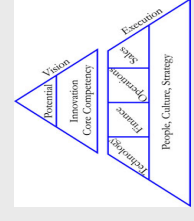
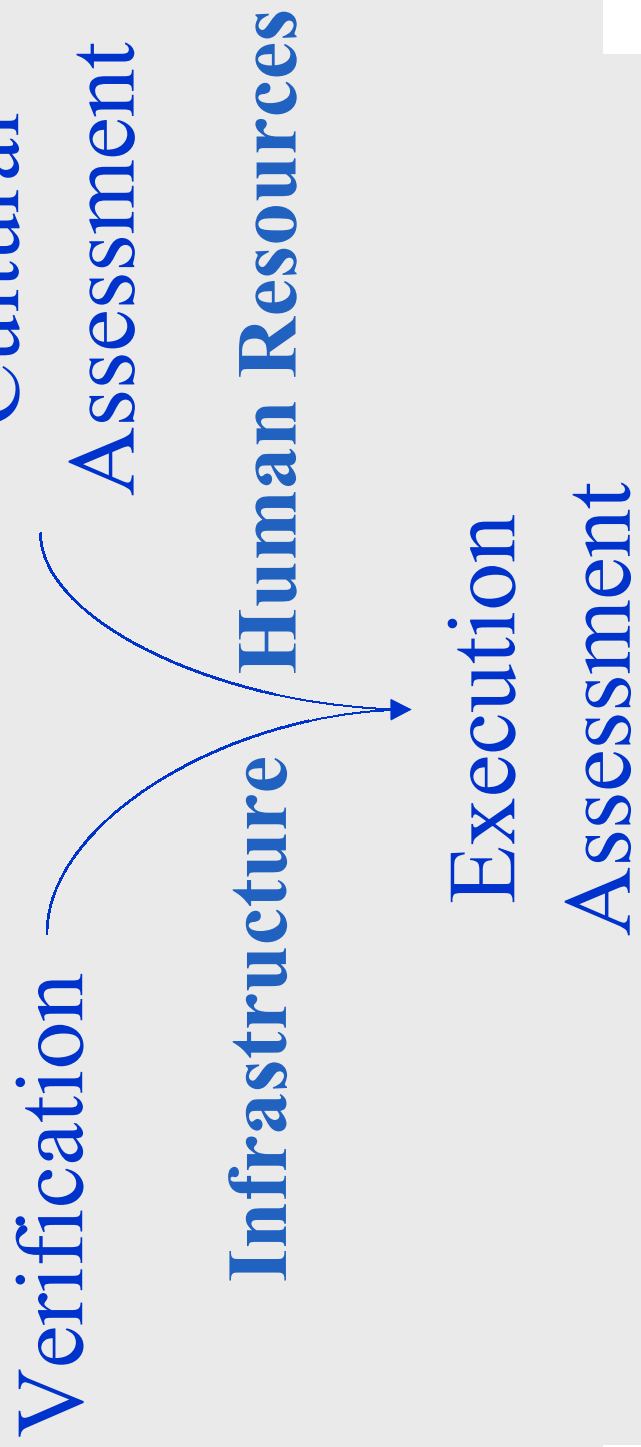
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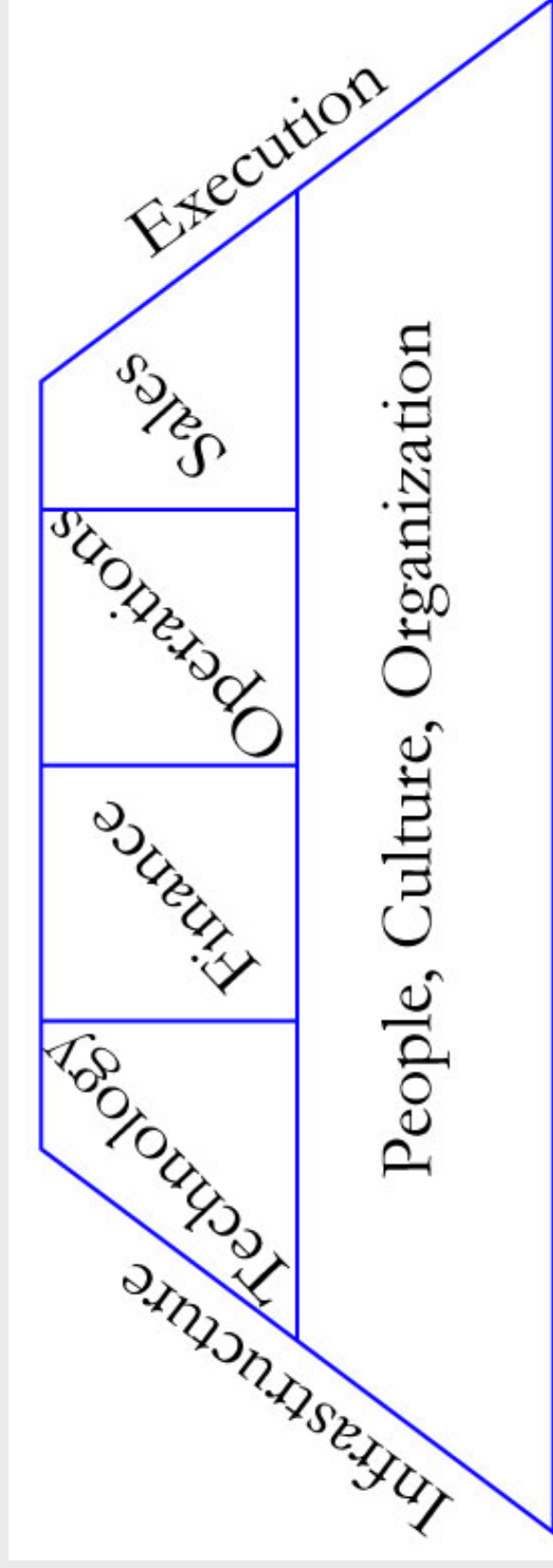
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***We assess the likelihood that Company will execute on its plan***



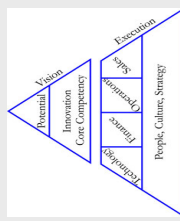
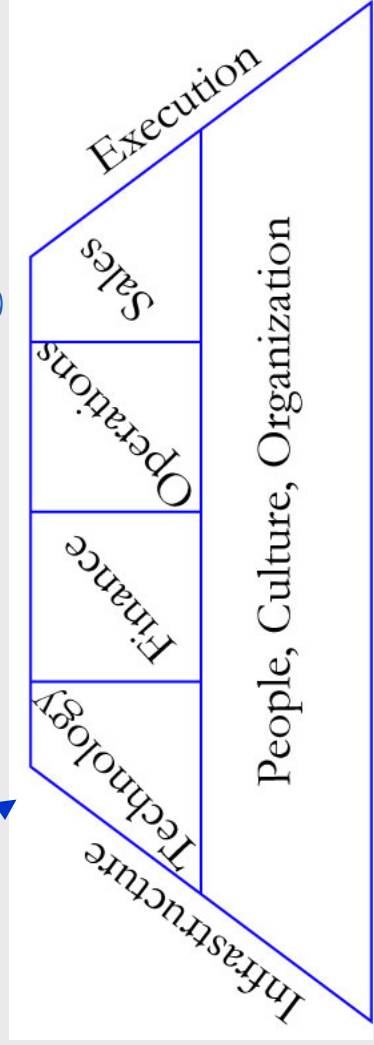
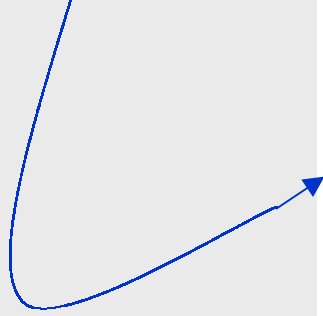


# Essential Business Building Blocks



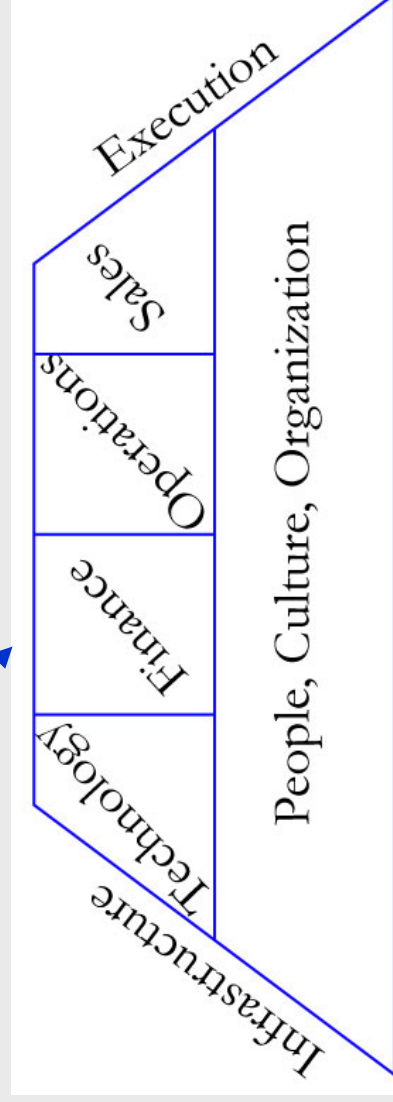
# Essential Business Building Blocks

- Infrastructure Architecture
- Software Lifecycle
- Code Quality
- Staffing
- E-Business Strategy
- Risk Management



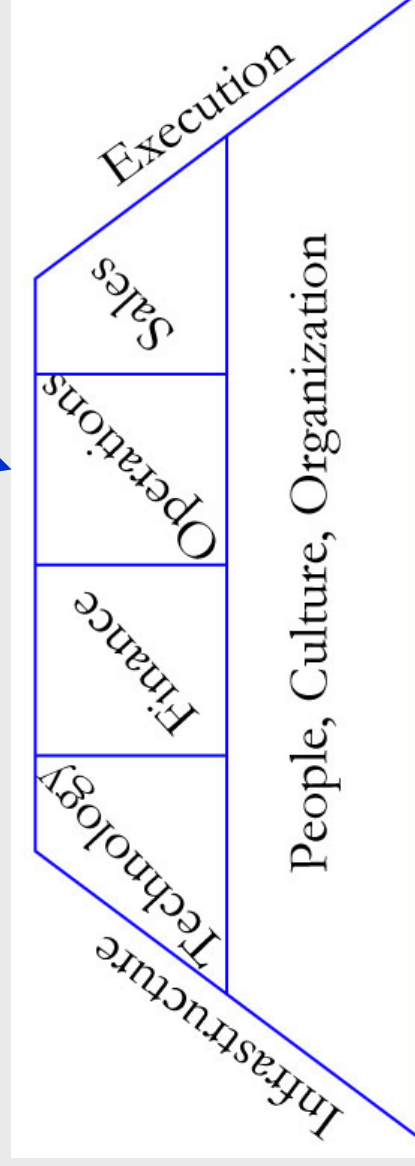
# Essential Business Building Blocks

- Current Financial Condition**
- Internal Control Environment**
- Information Systems**
- Key Business Relationships**
- Owner Motivations**
- Risk Management**



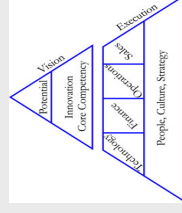
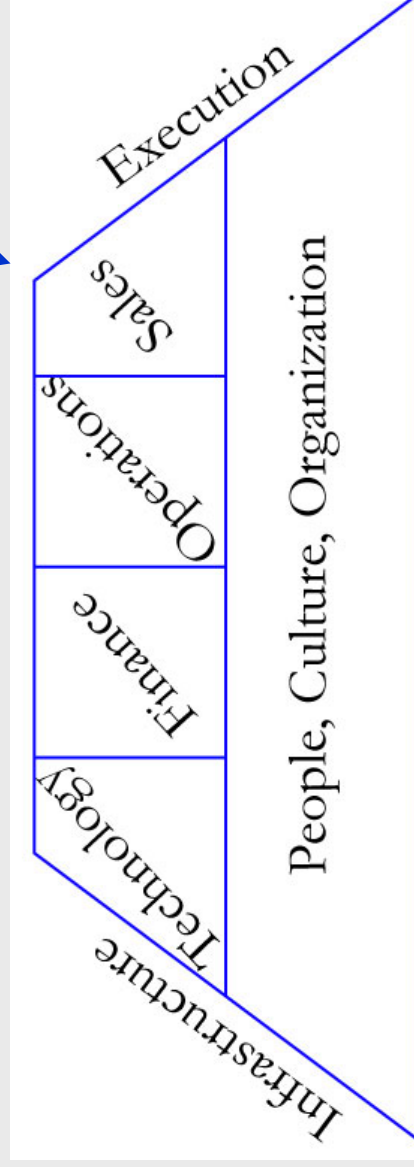
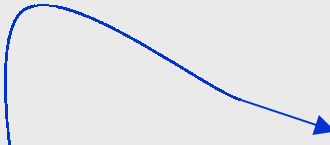
# Essential Business Building Blocks

**Process Review**  
**Process Bottlenecks**  
**Enabling Infrastructure**  
**Performance Indicators / Metrics**  
**Management Discipline**



# Essential Business Building Blocks

**Sales Management Process  
Pipeline / Lifecycle  
Lead Generation Process  
Voice of the Customer  
Customer Relationships**

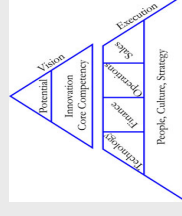




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## *Services for the Venture Capitalist*

- Complete Infrastructure and Execution Assessment;*
- SWOT analysis to prepare you to be an effective Director;*
- Assessment and Repair of Troubled Businesses;*
- Subject matter experts in Sales/Marketing Management, Business Process and Computer and Internet Technologies.*

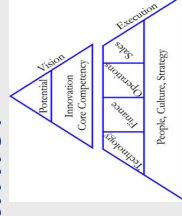




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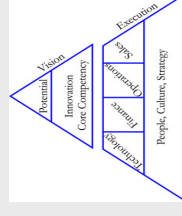
## *Services for the Angel Investor*

- 20 We provide the resources and research infrastructure of the venture capitalist; and*
- 20 We perform on-going investment management services.*
  - 20 We routinely collect and analyze financial statements and company management reports;*
  - 20 Create management disciplines, hold management accountable*
  - 20 We will identify problems while your investment still has value.*



## *Services for the Banker*

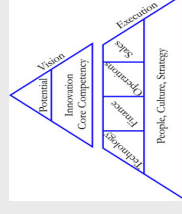
- We assess both the **viability of the credit** and the **condition of the collateral** with emphasis on understanding the safeguarding, condition and likelihood of realization of collateral;
- We can help the bank **understand** the nature of any **intangible assets** including the likelihood of realization;
- We can also **monitor ongoing business performance**;
- We help a bank with the decision to place the credit in work-out, including helping **safeguard bank from lender liability claims**;
- We may be able to place the credit with **another financing source**;
- We can perform the business liquidation or on-going management as a receiver.





## *Services for the Companies in M&A*

- *We provide a structured due diligence program to complement existing due diligence efforts, including:*
  - *We collaborate to design the due diligence project appropriate for your acquisition;*
  - *We integrate our personnel with yours to form the due diligence team, ensuring meaningful exposure to areas of operational interest for your team;*
  - *We train your team on due diligence procedures; and*
  - *We collectively execute the due diligence plan.*
  - *We work to ensure all bases are covered so you buy the business at the right price*

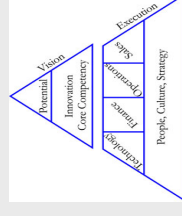




## *Delivering Simple Truths ... About Investment Risks & Exposures*

# *Why Axiomate?*

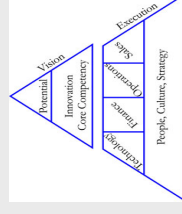
- A team of senior executives that understand the opportunities and pitfalls of high growth venture funded enterprises;*
- The team has **completed over 40 due diligence** engagements associated with acquisitions, troubled companies, workouts and bankruptcies; and*
- Axiomate has **proprietary methodology** and templates to ensure a comprehensive review and quality control.*





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# *The ART of Experience with the SCIENCE of Process*





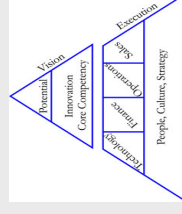
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## *The Art of Experience*

- 13 “C” level and senior executives*
- Advanced degrees or professional accreditation,  
including 2 PhDs*

## *The Science of Process*

- Completed over 40 due diligence engagements*
- Proprietary, Field Tested Methodology*

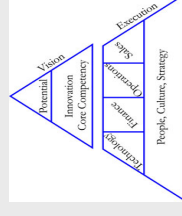




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## **Measureable Results**

- A Solid Foundation to make investment decisions*
- Leverage in negotiations to get the right price*
- Business Intelligence to ensure you meet the market opportunity*
- Full M&A Advisory Services beyond due diligence*
- On-going reporting to ensure continued accountability*

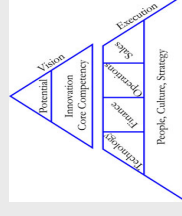




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## **Programs Tailored to Your Needs**

- *We collaborate in our pre-diligence planning to emphasize the areas of greatest importance;*
- *We review all business disciplines using our proven proprietary due diligence methodology;*
- *We synthesize, organize and analyze gathered information consistent with our experiences; and*
- *We deliver a comprehensive and candid analysis.*

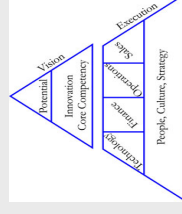




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## ***Benefit to Clients***

- We found major issues with customer continuity that resulted in a substantial beneficial change in deal structure.*
- We validated an exit strategy that had been previously discounted by investors which led to a “second look.”*

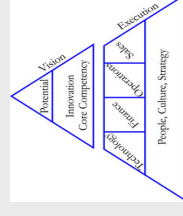




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## ***Benefit to Clients***

- We found the profitable “business within the breakeven business” to aid our client in understanding its post-acquisition opportunities*
- We helped our client purchase a struggling business for no-cash; outbidding a rival bidder that was paying cash.*



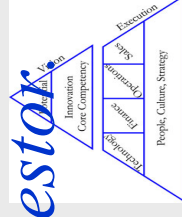




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## *Benefit to Clients*

- We provided advice and assistance in the structuring of the deal involving the trade of stock in a US private company stock for Canadian public shares.*
- Our work repeatedly results in adjustments of purchase price and terms to the favor of the investor.*





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Contact us:

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