



## Venture Catalyst Partners Declares War On Venture Value Destruction!

**FACT 1:** 95% of Angel Invested Companies "Fail"

**FACT 2:** 85% of VC Invested Companies "Fail"

*Nothing is Wrong... this is Business as Usual!*

**WE SAY THIS IS UNACCEPTABLE!**

Venture Catalyst Partners have come up with a fresh new slant at solving the 19 out of 20 problem in venture value destruction. After looking incredulously at the current venture funding paradigm that accepts a moribund 95% cross industry failure rate. **We formed Venture Catalyst Partners, LLC. to challenge the acceptance of conventional venture investment.**

Our goal is to attract the small (medium) high growth businesses that have a track record of past success, but are currently a drag on your Private Equity, VC and or Angel Investment portfolio returns. Plainly, we want a shot at turning these opportunities around, and we will put the bulk of our compensation on the line to prove it.

As an investor, money alone won't buy you entree to success. Just ask the seven angel investors that in the last 15 minutes lost the majority or all of their investment. As a leader of a business, this revelation of facts can be disconcerting, but take heart. As this is the first step to craft a new outcome. So how is it that Venture Catalyst Partners can get Your "STUCK" Start-Ups, Mid-Sized Tech (and Non-Tech) Businesses...Funded by Angel Investors, VC's Or PE Firms, "UN-STUCK" And Going—And Growing!?!?

## Two "iconic" Leadership & Business Growth Experts

Announce:

## The Tribe of 12

The ULTIMATE Business Growth

(and Profit) Accelerator

- Get the mentoring your "STUCK" portfolio companies need to make much better STRATEGIC DECISIONS, and achieve much bigger and better BUSINESS RESULTS
- Stand inside the possibility of creating an "UNSTUCK" entrepreneurial "innovative" company with ICONIC STATUS that dominates your niche
- Apply our "BLUEPRINT FOR GROWTH," the TEN MULTIPLIERS of high growth companies to your company
- Put your business through the "ULTIMATE" reality check and performance enhancement process
- Find out whether your business model, revenue approach and marketing strategy is REALLY the right one, and if not, the best alternative
- Identify your company's key STICKING POINTS that are holding performance back and powerful insights needed to blow past them
- Know what customers will buy before over investing in new product development

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## What We Can See, but You Can't...

Every CEO, Founder, Angel/Venture Capital/Private Equity investor we know sees how certain companies can seemingly come out of nowhere and hit the **ICONIC** success-status, seemingly overnight—Google, Apple, Facebook, Netflix to mention only a few. Obviously you would like the company you're heavily invested in to produce "hockey stick" like ascendancy, too!

But it doesn't always happen that way. The fact is that your business despite your sincere and honest intentions may be really **STUCK**, and you don't even know that it's stuck.

The reasons/causes are many—but the result is **ALWAYS** the same: Unrealized results, Stressed out Leaders, capital dissipation, not enough customers, cash flow issues, lost opportunity cost.

We see our job as helping you stand inside the possibility of building an entrepreneurial innovative **ICONIC COMPANY** that out innovates, out markets, and out perform the competition

We also see our job in helping you to identify the sticking points that are keeping your company "in irons" and giving you the power to break them.

**It's Very Hard to Create a High Growth Business from Scratch. But It's Even Harder to Take a Stuck or Stalled Business (new or old) and Fix It.**

We Get Stuck Businesses **UNSTUCK** for a Living

## Better, Still: We Grow Businesses for a Living

We've already made the bold statement of saying it's possible to turn almost any company in any category into an iconic, Ultra-strategic, masterful marketing one.

Here's an admittedly bold and audacious statement: we estimate that 19 out of 20 businesses, (especially venture funded high tech startups) originally envisioned as having high growth potential are stuck.

If this assertion offends you, sorry. But facts **ARE** facts. The research data **DOES NOT LIE!**

## Use Our iPad Strategy App to Benchmark Your Performance



Start with your existing strategies and put them to the test through our Sticking Point Solution and Blueprint to a Billion. Mark their change and the impact to your business as you accelerate!

## Are You and Your Business Up for the Challenge?

The numbers are not far off for midsize operating businesses that seem stable and reliable. Performance IS relative. Just because a business may be performing or progressing to proforma—DOES NOT mean it's remotely coming close to optimizing either it's market, business model, sales, marketing—or valuation capability.

Many CEO's talk about being stuck in the no growth morass BUT have no idea how to take their business to the next level. Interestingly, most businesses don't even know they are stuck. They just know they aren't/can't reach the goals they or their investors are after!

The problem (which is ironically a big opportunity) is that that few if any can properly, fully, factually grasp, the "impact factors" that are limiting their growth, restricting the market penetration, constraining their profitable income and bankable wealth.

You, your team and advisors may spend all day commanding your brain to come up with "A" solution; but it just doesn't do it. You wouldn't be reading this if you felt you had EVERYTHING under control. -->

### How do YOU fix a company that's stuck?

There are a lot of "hungry wolves" authors, speakers, coaches, with a Facebook page, Twitter Account just waiting to sell you a random piece of "theoretical" solution... Some are fine—for what they do or offer. Others can be (unintentionally) dangerous to your remaining business health.

**If you hire someone whose only tool is a hammer, then whatever your business problem is becomes a nail.**

If your real problem is uninspired leadership then hiring more talented people for your team is probably only going to get you more frustrated.

If you have flawed strategy (business model) and tactics then having a new iPad app that tells you to use check a bunch of "templated" lists is going to get you nowhere.

If you have the wrong marketing position, then you can spend all your time on a social media strategy, attract higher Klout scores, but fail to make any sales.

If you spend the next six months perfecting your brain child of a product, without first finding out what customers will buy, you will wind up very disappointed—and you AND YOUR INVESTORS will end up far poorer.

If you or your investors have started seriously thinking about your flat growth trend and your stunted revenue and earnings, or your diminishing/non-existent margins...we need to talk.

This is definitely not the vision you planned for yourself, your employees or your investors when it all started.

You may be starting to question your basic strategy, business model, revenue plan, marketing methods, growth projections, team capability and market potential.

### What do YOU do?



*Get selected, develop your mission plan and execute.*



## *Growth, Acceleration, Sales...*

Jay Abraham and Robert Hargrove, and William Henderson of Venture Catalyst Partners offer you what we feel is an infinitely better alternative.

**Fortune Magazine said...Robert Hargrove is "the CEO's best friend, the gold standard of leadership and business mentoring."**

**Jay Abraham, is a strategic savant, marketing, genius, and monster of entrepreneurial execution. Forbes called him "the real thing." They also said "...his specialty is turning underperforming corporations into marketing and sales whizzes."**

**William Henderson, is the consummate "win<sup>3</sup>" catalyst, with uncanny strategic vision and skill to "deconstruct history" to craft a better future. Jay refers to Bill as a "Tank" to inaction and improper execution, while Robert has said of Bill, "Bill's best attribute is his ability to apply the best metrics required to measure intrinsic value."**

If your company qualifies, you will work directly with Venture Catalyst Partners Jay, Robert and Bill who-together bring decades of "stunningly successful", real-world experience, (with everything from Fortune 500 CEO's, Mid-Size companies, and entrepreneurs of every size, shape and type).

Together, the powerful combination of Jay, Robert and Bill can bring you a 360 degree integrated, optimal performance solution (all the pieces of the puzzle that could be afflicting your results) having worked with nearly 500 different industries—on almost every conceivable leadership and business issues imaginable. Just talking to them in the telephone interview, "pre-acceptance" process will prove an "eye-opening" experience!

The way they work is very similar to Dr. Gregory House, the sometimes controversial, unconventional and misanthropic medical genius who is the star of the House MD TV show. House can diagnose problems you didn't even know you had, and invent cures that aren't even in the medical books.

When you combine the "multi-multi" billion dollar world-wide track records of these two "icons"—your probability of FIXING what's ailing your enterprise just went UP—by orders of magnitude.

They will turn their unclassifiable penetrating, X-Ray vision, leadership CT scan... their powerful business MRI and other diagnostic and curative processes on you (and your company).

When they do—you are going to discover exactly what you need to do—(either differently, more impactful—or

## **Our Business MRI and CT-Scan to help you identify the highest leverage points for your business**

more integrative). To not merely FIX the things that are stuck—but to build you and your stakeholders the "iconic" moneymaker-company and strategy/marketing super power you truthfully need/want the business to become—in order to blow past your current sticking points, drive new revenue growth and profit explosion.

Jay and Robert are especially gifted experts at interacting, (and intervening) with CEOs and business owners—in a disarmingly elegant—but profoundly effective way, to help extricate them from the (sometimes restrictive) reality in which they or their investors may be lodged.

As one client put it, "you are never going to get a one size fits all solution," or suffer from death by PowerPoint. When you've spend your life performing on the front lines of capitalism, like Robert and Jay—you NEVER-EVER resort to theoretical solutions. Nor do you accept rationalizations. Plus you know the nuances, pitfalls and landmines to look out for.

Bill's broad and deep cross industry experience in working with high performance minded executive management and investors alike to measure business, portfolio and key process performance, by tracking metrics effectively to quantify impact. Makes Venture Catalyst Partners and its supporting cast a formidable ally.

And now they are interested in collaborating with your company—if you prove suitable—by helping you take your business to a different place in 12 months or less, with drastically improved results and dramatically enhanced performance.

**Tribe of 12. They have created the ultimate growth laboratory and business accelerator called The Tribe of 12. It's not a seminar, nor is it a mere coaching/mentoring or consulting process.**

It's more like an "alchemical chamber" you deeply immerse yourself and your business in that which explores, examines, and then extricates your business from whatever unique and impeding factors you may be suffering. Bottom line? It's designed to help you take your business (Big Co, Mid Co, or Small Co) and transform it into an entrepreneurial innovative meaningfully successful iconic company.

Specifically it will help you recognize the specific sticking points that is keeping your business, stuck and provide you the necessary fire power to blow them up and move past them in a hurry. Once they get you over the impasse and onto a rock-solid progression, they'll enhance and advance the different leverage factors you aren't fully engaging.

## The Impact of Masterful Mentoring?

Investor's Business Daily said Jay "...directs questions like Patton Directed tanks"...You'll instantly see the questions Jay and Robert pose CUT THROUGH the morass and get right through to the real issue. Think fixing the cause. We all know the effect, its unrealized sales, profits and performance. These two men are absolute masters of Socratic intervention.

At the same time you will be provided a powerful execution/implementation framework for a sustainable business breakthrough based on whichever combination of the following your business is most lacking:

- 1) The 21 power principles
- 2) The 10 Strategic Performance Pillars
- 3) The Nine Sticking Points,
- 4) The 24 eX-factors (stands for exponential performance growth)
- 5) The Nine Geo-factors (standing for high upside geometric leverage)

### WHY ARE THESE EXCEPTIONAL BUSINESS ICONS INTERESTED IN COLLABORATING FOR A SOLID YEAR TO GET YOUR BUSINESS "UNSTUCK"?

Because..."Companies that have long term masterful "leadership and business mentoring" and "track metrics effectively" are 350% more likely to succeed, and raise 700% more money." This is NOT conjecture. It's a stunningly, well-documented fact!

The Startup Genome Report, by Stanford University, an in-depth study of 2,800 separate start-up companies—all funded by Angel or VC investors—uncovered that ONE factor over all others contributed more to success. That factor was masterful mentoring.

### NOT specialty consulting. NOT investor advice. NOT passive coaching...BUT MASTERFUL MENTORING.

Robert and Jay rightly believe that there is NO shame in asking for help to fix problems in a business that have you stuck. Having said, that, taking a business to the next level, is a very challenging complex task, not recommended for the weak or timid. Without real-world, empirically-based, understanding and experience it cannot be achieved!

The Start Up Genome report says that companies with masterful mentors (who work with them on a regular basis) have a much higher success ratio than the ones who try and figure it all out on their own. How much more successful? 350%. Again three and a half times greater success. We'll gladly send you to the link so you can read the report findings for yourself!

The crux of the matter is that...the issues and problems your business may be struggling (or outright grappling) with may be obvious and yet—the solution may be unknown to you. Our job is to help you look beyond what's easy to see so that you can gain real insight into your situation, and then get clear on the REAL causes and solutions—so we can work together on making better things start happening.

**If you have an IMPRESSIVE GOAL for your business but no idea how to get from here to there. If you don't have a clear cut alternative understanding of what to do differently to get yourself/business unstuck. And you don't understand the factors and forces that are actually at play. If you need to figure out a viable solution and implementation strategy alternative—fast and accurately. If you want help from someone whose success-proven track record you trust, and—who has your best interests at heart. If you need help from someone whose world class reputation is earned through real world performance, not just your run of the mill, coach, or business consultant....**

### The Tribe of 12 is not like anything else you have ever experienced, participated in, read about or considered before!

Jay and Robert, and Bill are going to work shoulder to shoulder with you over the course of the next year to help you achieve a business breakthrough.

Can they absolutely/positively/unequivocally guarantee monster success and all the economic and intangible rewards that accompany it? No. No one can. In fact in life there ARE no guarantees. In business there are next to none.

However, you can trust in someone's reputation, track record—and willingness to speculate (i.e. "invest) in you. You'll quickly see that the economics of participating in the Tribe are exceedingly favorably weighted—to you and your investor's advantage. Robert, Jay and Bill as Venture Catalyst Partners are content to receive a modest fee for the process and a meaningful success fee at the end—if and ONLY AFTER they hit a pre-agreed upon benchmark that you and your investors feel is eminently fair (and well earned!).

You are also going to work with a group of 12 like minded CEOs in our group sessions once every 45 days (8 times). They will make up your personal collaborative mastermind group for breaking through all that's got your business stuck.

Then we work with you month-by-month, week-by-week to help you implement in real time, and in real situations.

When you meet in group, directly with Jay and Robert putting you in the hot seat, where you will continually work on the heart of the matter.

# Tribe **TWELVE**

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- 1) **We want to work with truly entrepreneurial, innovative business leaders** who nurture an ambition to create a high growth company of iconic status
- 2) **We want to work with success-probable companies**—either entrepreneurial companies with high growth potential that we can help catalyze, or mid-size companies with rich assets, but under performing financial results
- 3) **We want to work with leaders and teams, who act like they are on a mission from god**, who believe in what they are doing, who want their companies and products to become preeminent
- 4) **We want to work with leaders who have a basic attitude of curiosity, humility, direct ability and learning**
- 5) **We want to work** with people who not only have high integrity in terms of keeping their promises but are direct able in keeping their focus and timeline commitments
- 6) **We want to work with clients who are happy and have the financial ability pay our reasonably modest monthly fee to participate**, plus the success fee discussed earlier— based on mutually agreed-upon performance metrics.
- 7) **If you feel you fall into this category [click here](#) and fill out this information request to receive a questionnaire, which you can fill out and submit to participate in the Tribe of 12.**

If we call you back with an invitation, it's an invitation to be interviewed and more fully assessed. But it means we believe you are potentially well-suited to grow your business under our mentorship for the next twelve months—

We are looking at The Tribe of Twelve like Venture Capitalist, or investors, not as consultants or coaches. We can't afford the 1 out of 20 success rate angel investors and VC's typically accept. Nor can we afford the embarrassment of choosing our candidates poorly. Each one of the twelve companies **WE** accept will receive upwards of a million dollars of our intellectual capital invested in your enterprise for a far, far fraction of a fraction of that cost. **We're speculating on you and your company's success—big time, IF we take you on.**

Let us emphasize that customarily Jay Abraham and Robert Hargrove, charge Fortune 500 clients and entrepreneurs they work with, clients at least mid-six figures to coach them for a year. Your company will pay \$6,500 a month—for monthly direct access to both these men, AND for continuous weekly support from the Venture Catalyst Partners supporting cast.

*Your opportunity, your business,  
our shoulders and our shared reward!*

## Deadlines

The program is slated to start in October and slated to commence on each second Thursday of the month for a period of a year. Thus the anticipated program 2.5 day kickoff is October 11, 2012. If over-subscribed there will be multiple groups.

The deadline for candidate submission and enrollment is Midnight (PST) October 7<sup>th</sup> 2012. If you submit your application prior to Midnight (PST on September 17<sup>th</sup>, 2012 (if selected) you will be provided a discount off the set monthly rate.

## Benchmarking for performance and pay

Once in the program, payment is based on a set monthly rate and a success fee for the out-sized performance of your opportunity. Based on trackable metrics and a timeline we agree on together. These metrics and benchmarks are entered into our strategy iPad tool of which you maintain and send us reports. This enables us to make sure we are targeting the right areas of the business and measuring alpha accordingly.

## Success fees for performance

Success fees will be generated from business benchmarking metrics which will be mutually agreed upon and equitable in line with the goal achieved. Remember we are speculating on your success too.

## Venture Catalyst Partners, LLC.

