

Morgan Hill Partners

The Right
Expertise.

The Right
Playbook.

What They're Saying:

"Morgan Hill played a pivotal role in helping us on along journey from startup to scale-up. As technologists, we had a great product, but had gaps in many other areas of the business, causing many VCs to label us as 'uninvestable'. With Morgan Hill we have filled our gaps, raised our first round of institutional funding and are growing at an exponential rate. We have the playbook and expertise that empower our organization toward success and ensure we don't need to hire full-time executive roles.

Rob Petrozzo
CEO, Rally Road

Founder's Most Trusted Partner.

Investor's Highest Quality Deal Flow.

Today's Gap Between Founders & Investors

For tech and tech-enabled companies, there's a lot to do in a lot of areas. Today, VCs are more sophisticated and require companies develop a data-driven strategy, a scalable product, and excellence across the board. Unfortunately, most companies lack the playbook, executive expertise, and capital to excel in every discipline, driving inefficiencies and gaps that affect execution and performance.

\$84B

Venture capitalists invested over \$84.2B in 2017.

99%

Institutional investors pass on 99% of the deals they see, putting more money in less deals.

96%

96% of new businesses fail within the first ten years.

Strategic Partners that Bridge the Gap

Morgan Hill is an innovative management consulting partner that helps startup to scale-up tech and tech-enabled clients fill their gaps, innovate, and grow through Strategy & Planning, Executive Leadership, Product Excellence and Revenue Creation, delivering the right expertise and playbook, at the right time, for the right outcomes.

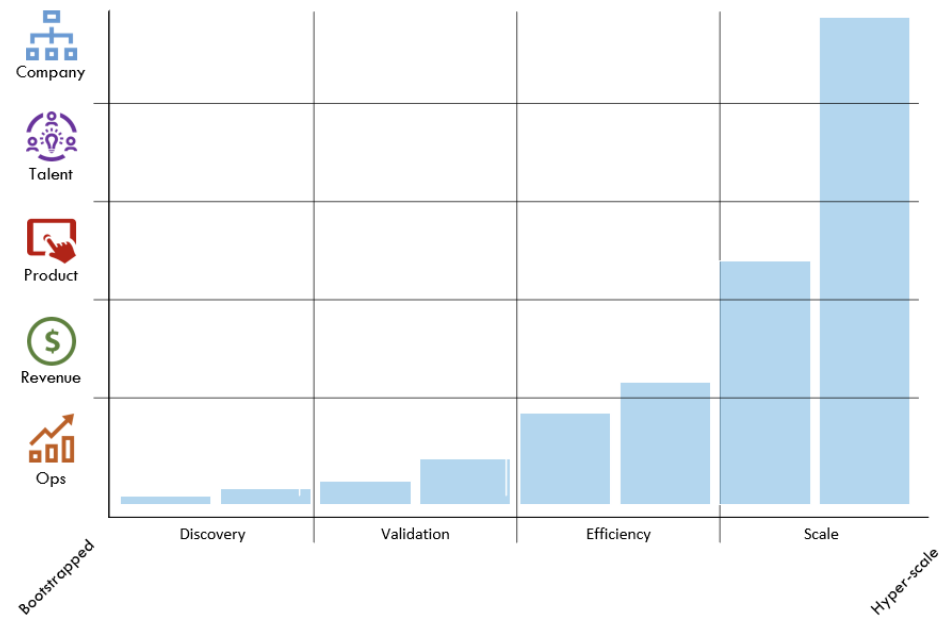
Based on defined methodologies, the Morgan Hill Partners Platform is applied to companies to ensure optimal client outcomes. The "Playbook" is the only Management Consultancy as a Service (MCaaS) product available to clients using a structure that is customized to their companies. Morgan Hill fundamentally changes the way consulting services are delivered, investing a portion of the firm's fees to align firm performance with client outcomes.



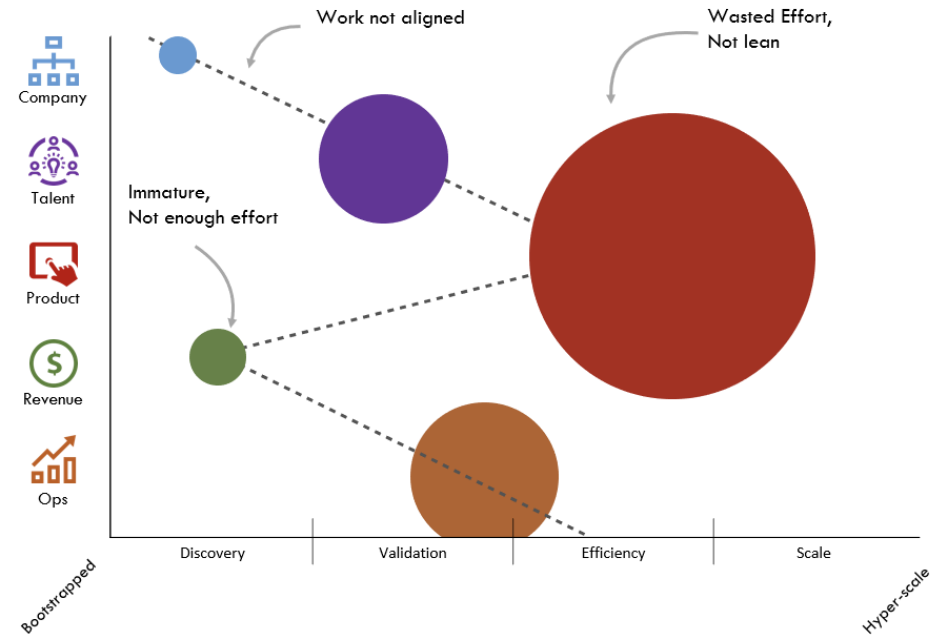
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1 A company's growth can be broken into stages. It's maturity can be mapped along several disciplines.

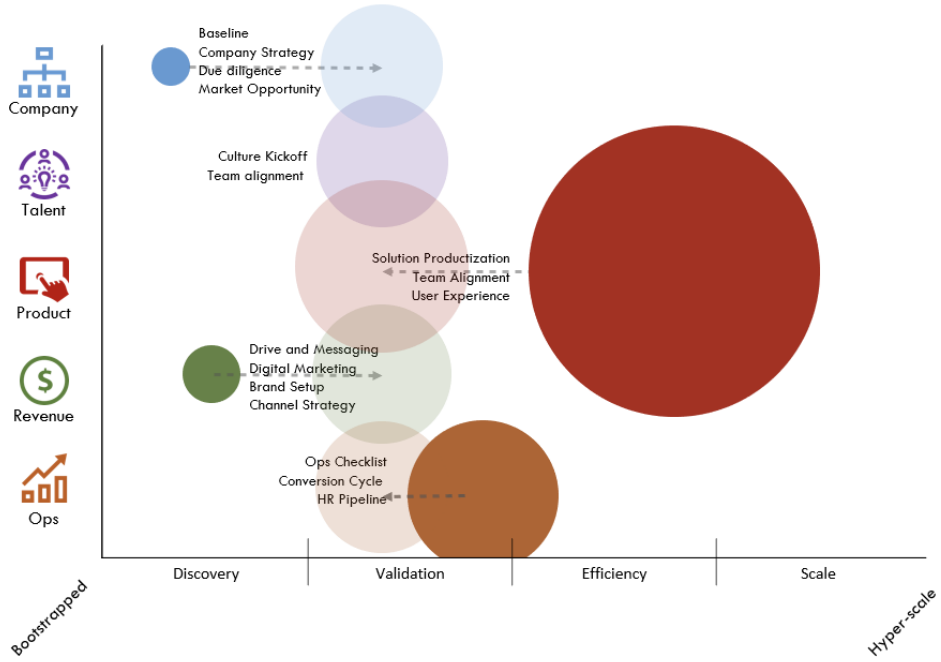


2 Typically, companies struggle with balance. Misalignment and wasted effort burns capital and time.



PATH TO VALUE

3 Our Path-To-Value Platform and Elite Executives can quickly get companies aligned.



4 Once aligned, we help companies build, innovate and grow using a proven playbook and team.

<div><div>Company</div><div>Talent</div><div>Product</div><div>Revenue</div><div>Ops</div></div>	Market Opportunity Investment Strategy Strategy Baseline & Alignment	Market Opportunity Investment Strategy Strategy Baseline & Alignment	Market Opportunity Investment Strategy Strategy Baseline & Alignment	Market Opportunity M&A Strategy Strategy Baseline & Alignment
	Culture Kickstart Exec Alignment Startup Tactics	Team Design Exec Alignment Tactics & Dashboard	Team Design - Senior Leaders Exec Alignment Tactics & Dashboard	Team Design - Directors Exec Alignment Tactics & Dashboard
	Product Vision & Method Tech & Team Customer Engagement Model	Solution Productionization Sales Ready Product & Team Services Method	New Solution Bundling Development Optimization Client Success	Discipline RoadMaps Team Architecture Client Success Maturity
	Brand Ideals & Target Customer Customer Exploratory Digital Setup Channel Strategy Design	Drive and Messaging Sales Guidelines Digital Marketing Onboarding & Enablement	KEM + Customer Advisory Sales Roadmap Marketing Automation Partner Led Revenue	Brand Strategy Wallet Strategy Advanced Automation Channel Measurement
	Operations Plan HR Audit Bootstrap Tools	Checklist HR Audit Bootstrap Tools	Checklist HR Audit ITSM + ROI + Governance	Checklist HR Audit Automation + PMO + RPA
	Discovery Product + Market # Customers	Validation Product Market Fit # Paying Customers	Efficiency Demand at Margin MoM Growth + LYV	Scale Managed Efficiencies CAC + EBITDA + CHURN