



MORGAN HILL PARTNERS

RELENTLESSLY TRANSFORMING BUSINESS

From Start-up to Scale-up: Accelerate value creation and improve shareholder outcomes with Morgan Hill Partners

What They're Saying:

"Morgan Hill played a pivotal role in helping us on our 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 'un-investable.' 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

Morgan Hill Partners is an innovative business partner unlike any other in the market today. Our singular focus is on helping tech and tech-enabled companies improve shareholder outcomes - and our business model delivers scale, expertise and predictability to propel start-up success.

In a market known for high-stakes competition and even higher failure rates, Morgan Hill's business model replaces traditional consulting with a results-driven approach and proven methodology. We align our performance to your business outcomes with a curated network of senior executives and operators, along with a proprietary Path-to-Value platform that is proven to help clients predictably build, innovate and accelerate growth at every stage and phase. Our vision is to stem high-tide of failures among promising tech businesses, and to propel the next generation of innovators, disruptors and investors to achieve success.

Closing the Gap Between Founders & Investors

Today's sophisticated investors require companies to develop a data-driven strategy, a scalable product, a proven growth model, 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

invested by venture capitalists in 2017

99%

of deals are passed over by institutional investors, putting more money in less deals

75%

of venture-backed companies never return investor cash - and 30% liquidate asset completely

Seasoned Partners and Proven Methodology for Every Stage

Morgan Hill services are designed to help start-ups achieve their capital and revenue milestones. Our team roster includes serial entrepreneurs and investors who know what it takes to succeed - with an operating team that can both deliver and execute on the strategy, and a proven methodology born out of decades of experience. We focus on delivering the right expertise and playbook, at the right time, for the right outcomes. Our services include:

- Strategic Planning & Investment Facilitation
- Executive Leadership & Organizational Development
- Technology Assessments & Product Excellence
- Revenue Strategy & Demand Creation
- Operational Guidance & Infrastructure Recommendations

INVESTMENT FACILITATION

>\$650M

in capital raised by MHP

TECHNOLOGY ADOPTION

>500M

new customers adopting our clients' products

OPERATING EXCELLENCE

>250

start-ups transformed by our team

Take the First Step to Scale-up

Schedule your free, private strategy assessment today. In this 30-minute 1:1 executive coaching session, you will receive:

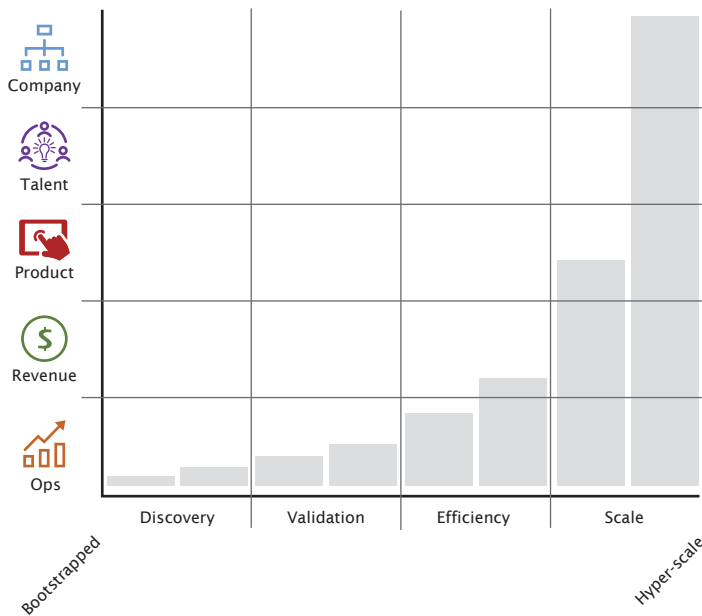
- A top-down analysis of your company health
- A visual assessment of the 5 Pillars of Company Success
- Action-driven recommendations you can apply immediately.

Sign up at:
<http://bit.ly/morganhillpartners>

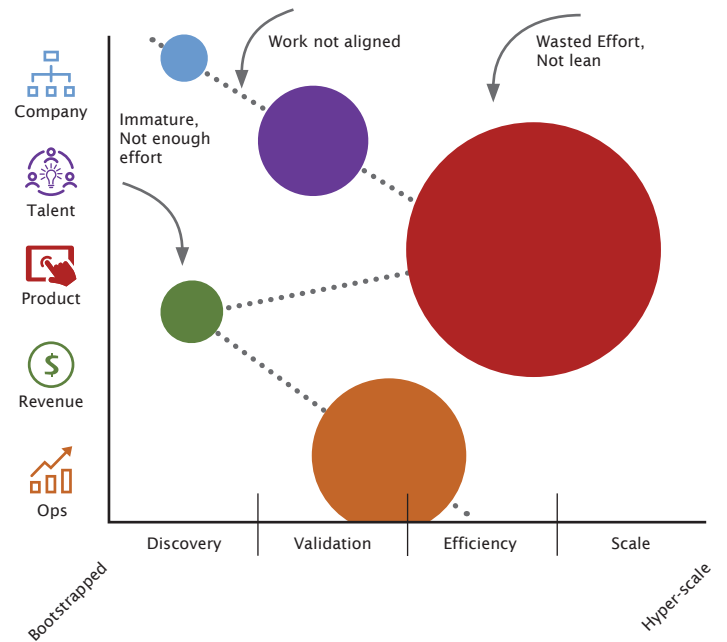
Results-driven Operators Aligned with Your Performance

Based on defined methodologies, the Morgan Hill Partners Platform is applied to companies to ensure optimal client outcomes. 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.

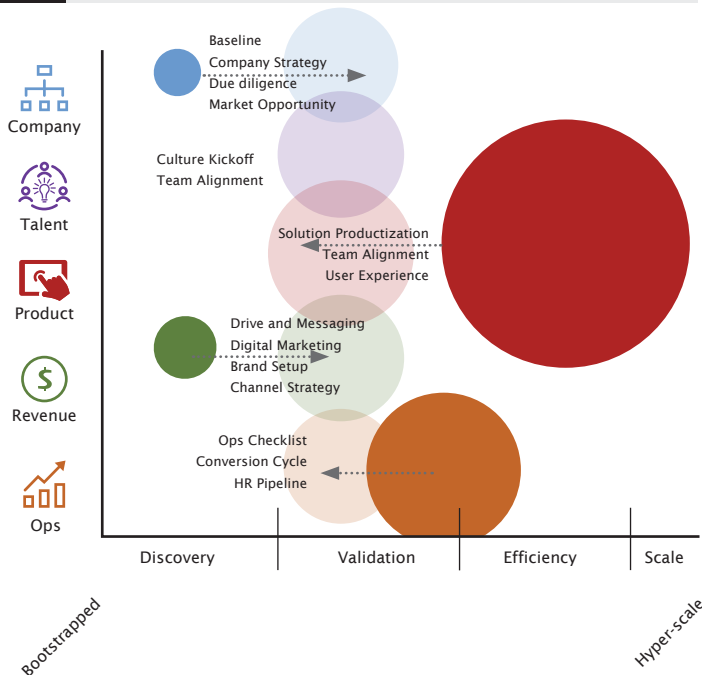
1 A company's growth can be broken into stages. It's maturity can be mapped along several disciplines.



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



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.

Company	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
Talent	Culture Kickstart Exec Alignment Start-up Tactics	Team Design Exec Alignment Tactics & Dashboard	Team Design-Senior Leaders Exec Alignment Tactics & Dashboard	Team Design-Directors Exec Alignment Tactics & Dashboard
Product	Product Vision & Method Tech & Team Customer Engagement Model	Solution Productization Sales Ready Product & Team Services Method	New Solution Bundling Development Optimization Client Success	Discipline Road Maps Team Architecture Client Success Maturity
Revenue	Brand Ideals & Target Customer Exploratory 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
Ops	Operations Plan HR Audit Bootstrap Tools	Checklist HR Audit Bootstrap Tools	Checklist HR Audit ITSM + ROJ + 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