



MORGAN HILL PARTNERS

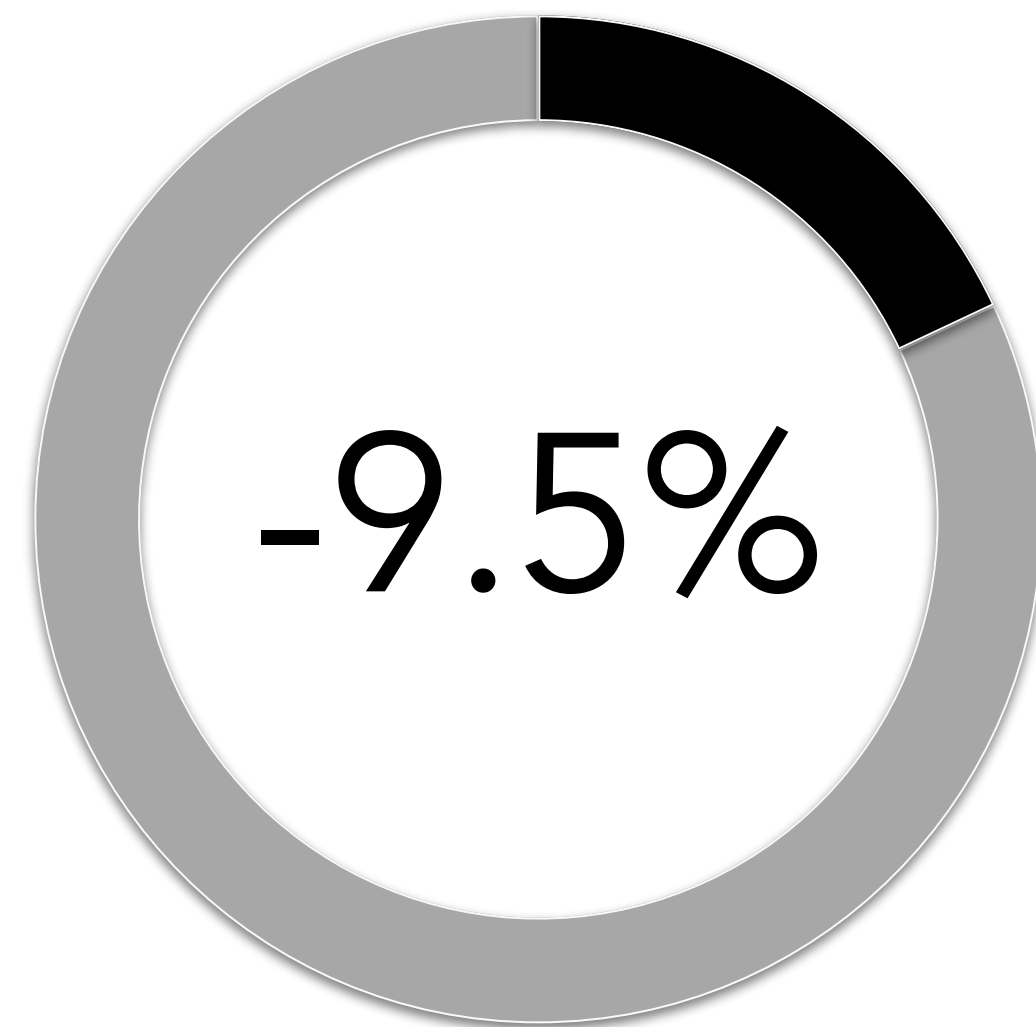
RELENTLESSLY TRANSFORMING BUSINESSES



Morgan Hill is an innovative business partner that is fundamentally changing service delivery for startup and scale-up technology businesses.

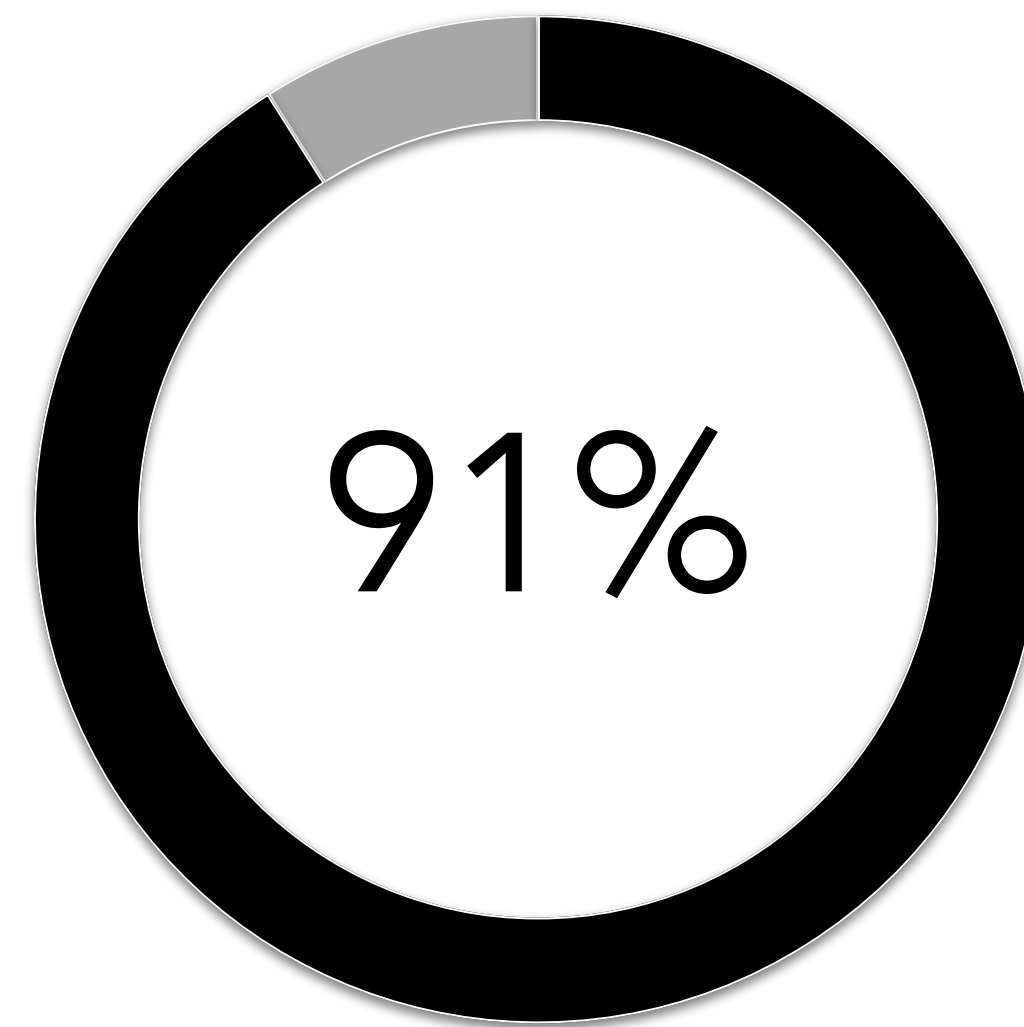
We are the first firm to blend high-caliber executives with data driven process to help companies achieve predictable business results.

By investing a portion of our firm's fees, we align our firm performance with our client's success.



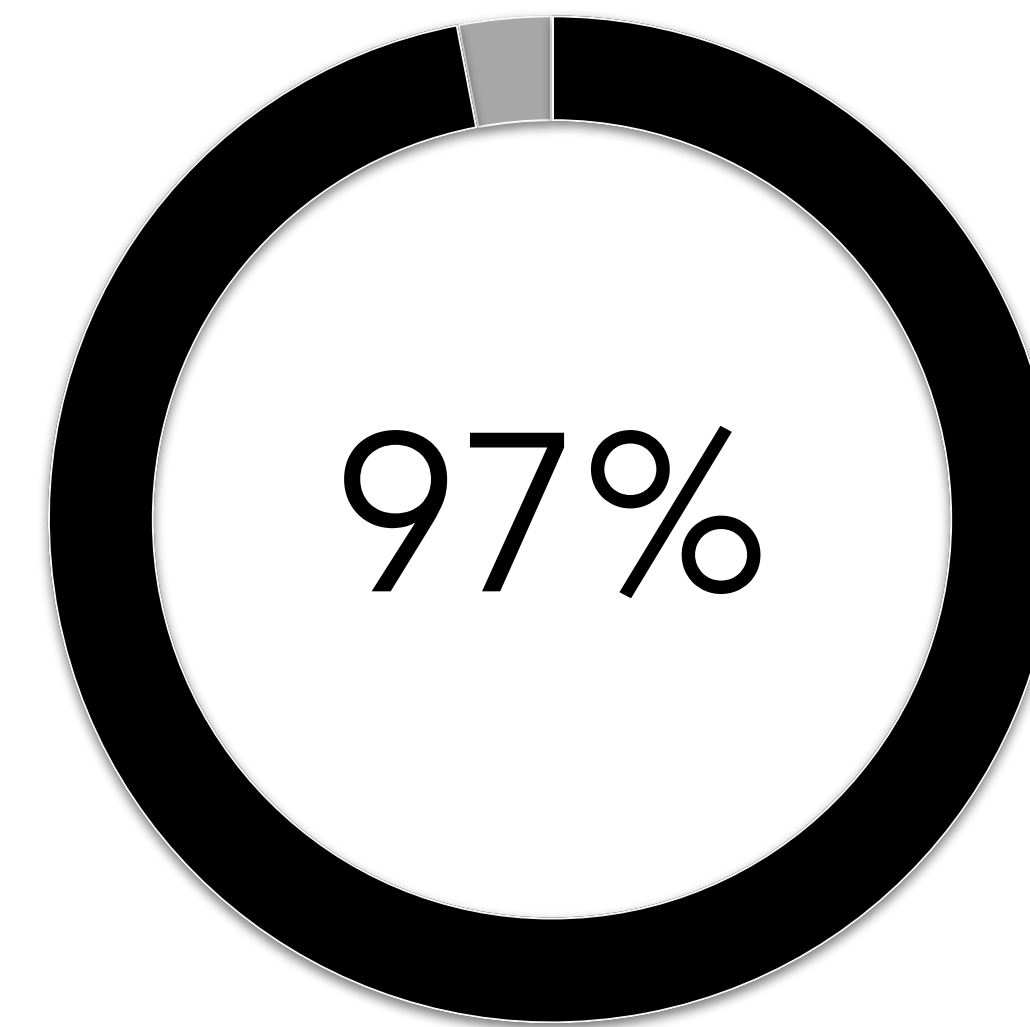
Fewer Fundings

In 2017 the total funding has risen 18% but the number of companies funded fell by 9.5%



Talent Shortage

% of Technology Startups that say that finding qualified talent is somewhat or extremely challenging.



Failure Rate

Technology companies have a 97% failure rate over 5 years to a myriad of problems.

MORGAN HILL PARTNERS

RELENTLESSLY TRANSFORMING TECHNOLOGY BUSINESSES

PROCESS

Path-to-Value

Our data-driven process that deterministically builds technology companies.

Executive Leadership

Seasoned executives with a history and passion for building high growth technology businesses.

Outcomes over Outputs

We typically invest a portion of our fees, aligning our outcomes with the entrepreneurs and investors.

EXPERIENCE



RESULTS

> \$500M

CAPITAL RAISED BY THE TEAM'S PARTNERS FROM 2001 TO PRESENT

+\$100M

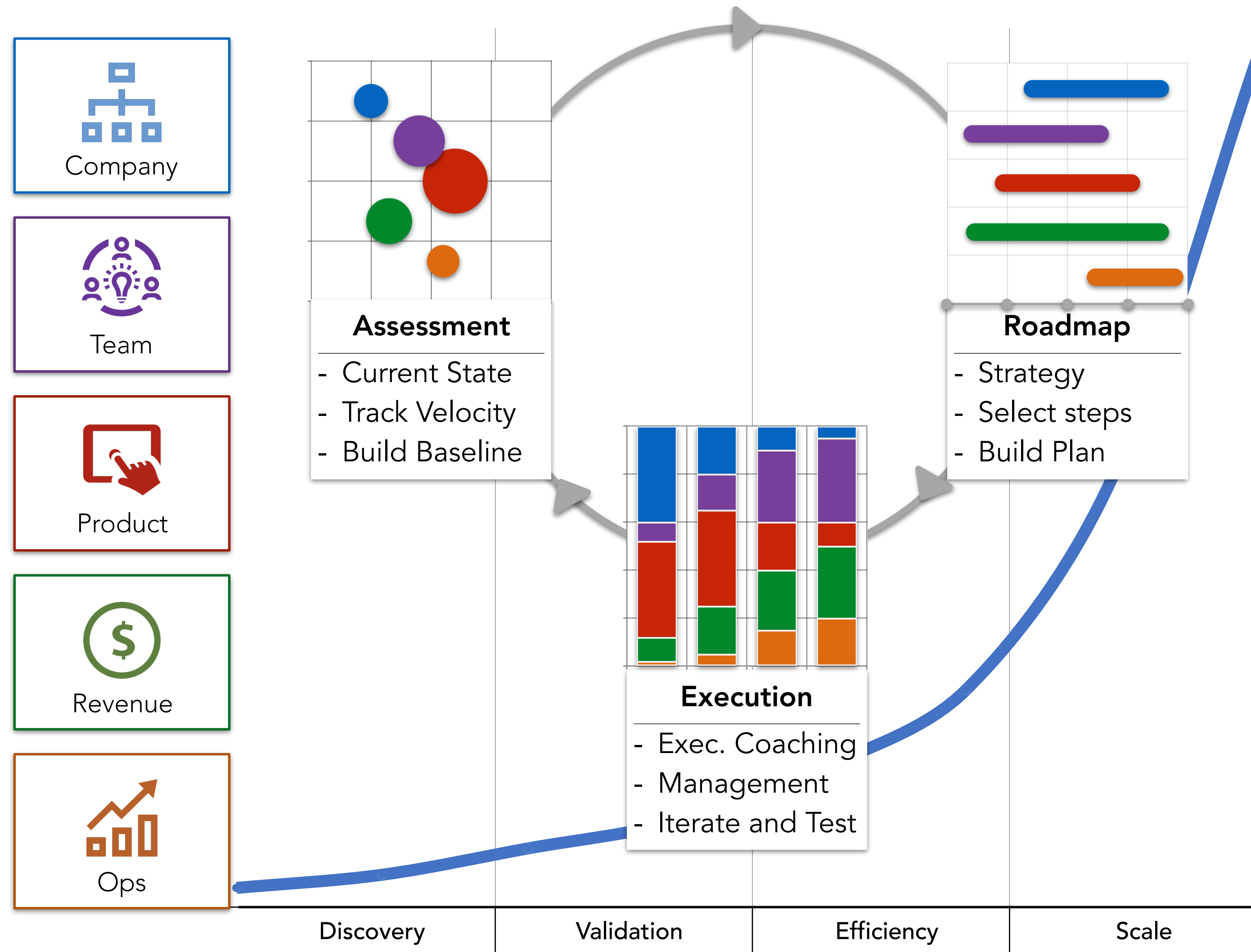
USERS OF PARTNERS' AND CUSTOMERS' ENTERPRISES PRODUCTS

> 100

COMPANIES TRANSFORMED BY OUR TEAM

PATH-TO-VALUE PROCESS

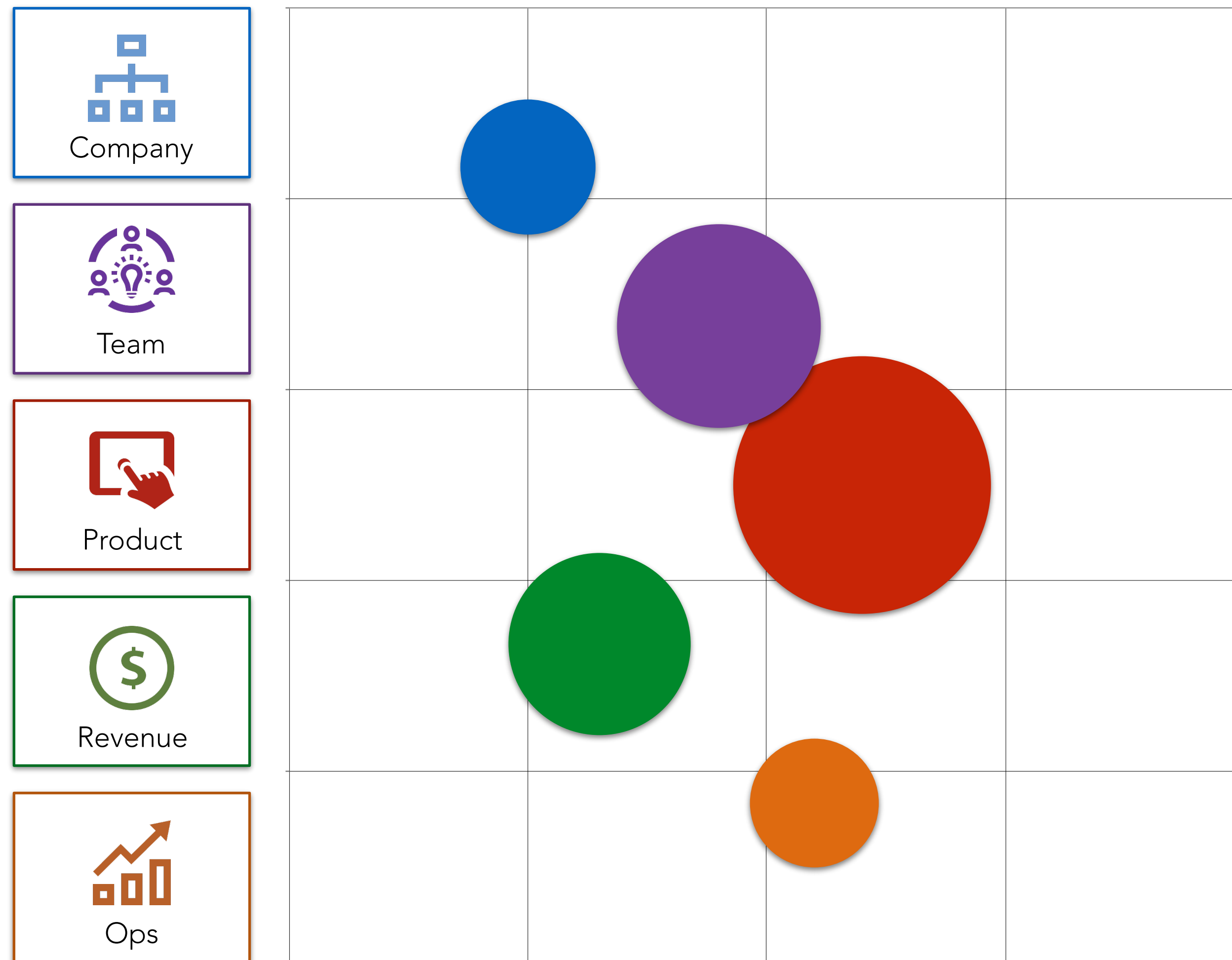
Deterministically build high growth, capital efficient, no-drama tech businesses.



Processes proven over 20 years of developing tech businesses backed by data driven assessments and passionate executives.

PATH-TO-VALUE - ASSESSMENT

An unbiased snapshot of the business using a collection of algorithms and data led processes.



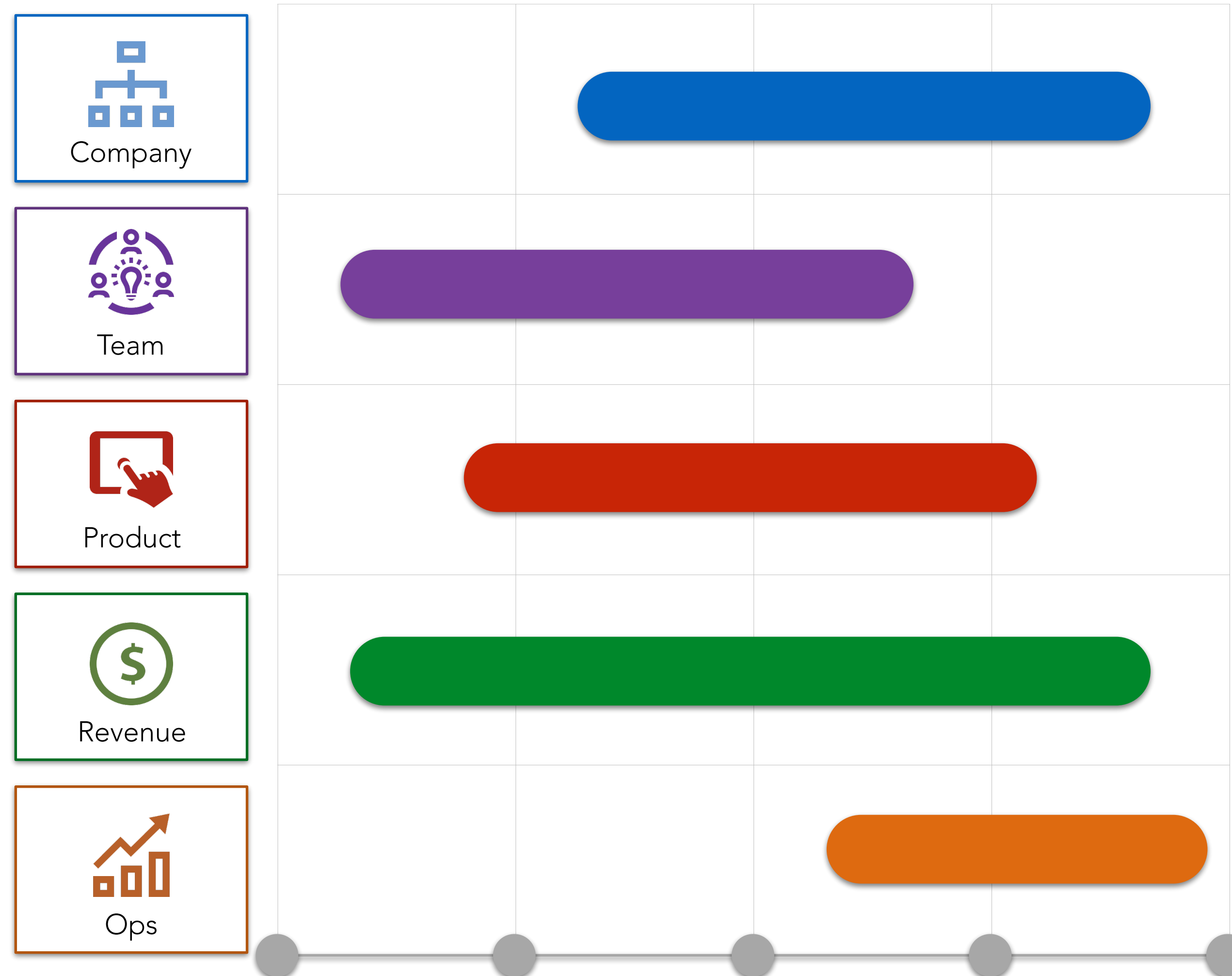
Comprehensive assessments of...

- Strategy & Investment Thesis
- Team & Executives
- Product & Technology
- Sales and Marketing
- Finances and HR

We build KPIs and goals from the assessment results that form the basis of the Roadmap.

PATH-TO-VALUE - ROADMAP

Using tested and data driven workstreams we build a roadmap to reach the goals and KPI targets.



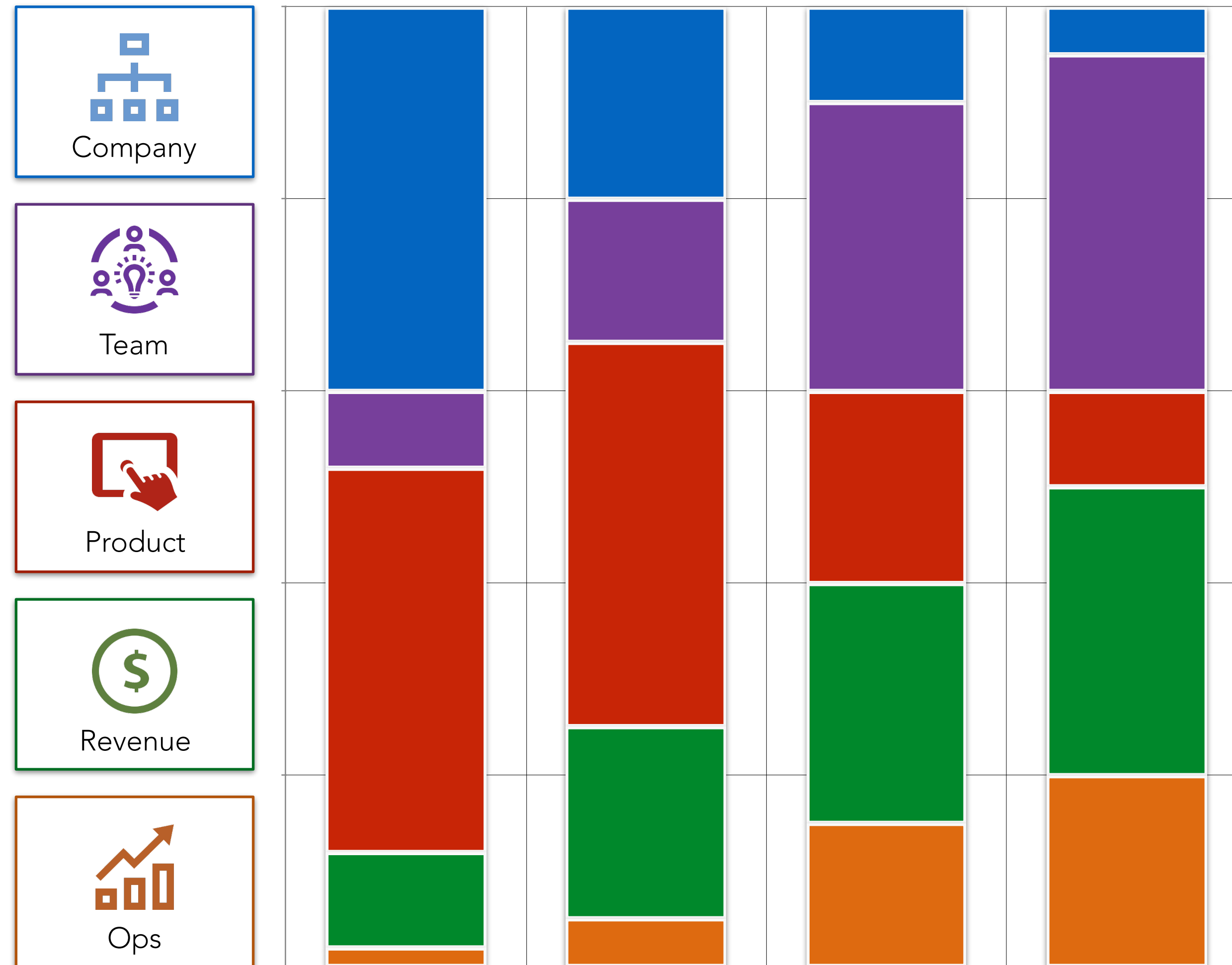
Our workstreams are flexible standard flows that follow a structured process.

- Inputs
- Workshops
- Curriculum
- Outputs
- Success Criteria

We customize the flows to each company to balance the strengths of each business that feeds into the execution plan.

PATH-TO-VALUE - EXECUTION

We support teams with fractional executives, advisory, board and managerial positions.



Our handpicked executives provide coaching and training and support and delivery in every discipline across every stage.

- Market research
- Competitive analysis
- Investment thesis and preso
- Sales process optimization
- Product launch
- Strategic relationships
- Org design and comp alignment
- Board and Advisory
- Channel Management
- Technology Architecture



EXECUTIVE LEADERSHIP

General Partners



STEVEN HORWITZ



JOHN LEMA



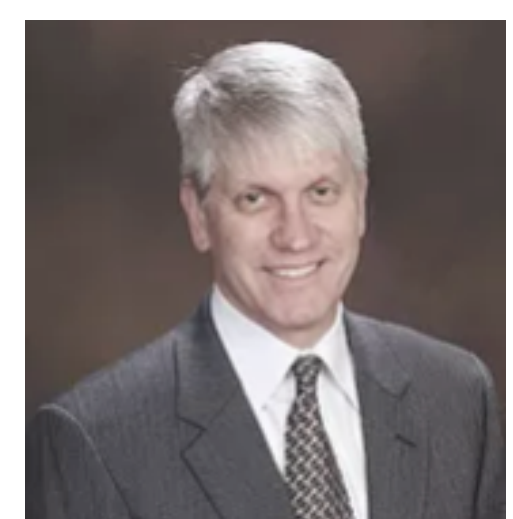
JIM BARNISH

Over the last 30 years, our partners have helped hundreds of businesses unlock strategic value.

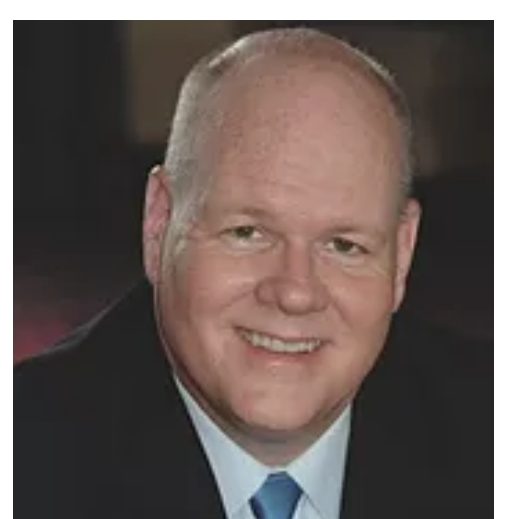
Operating Partners



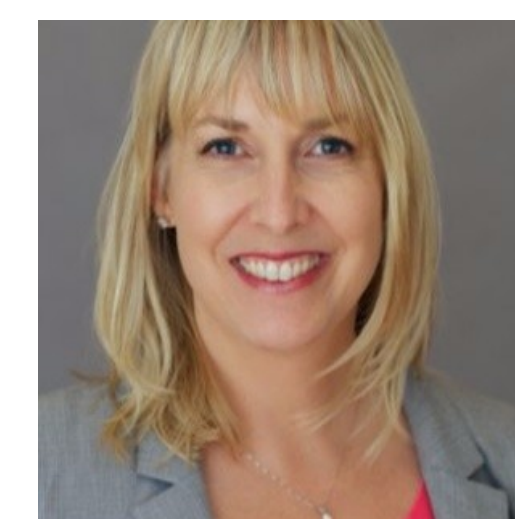
STEVE GIESE



ROB HAFKER



DWAYNE INGRAM



ERIKA BLANEY



LORI KENDALL



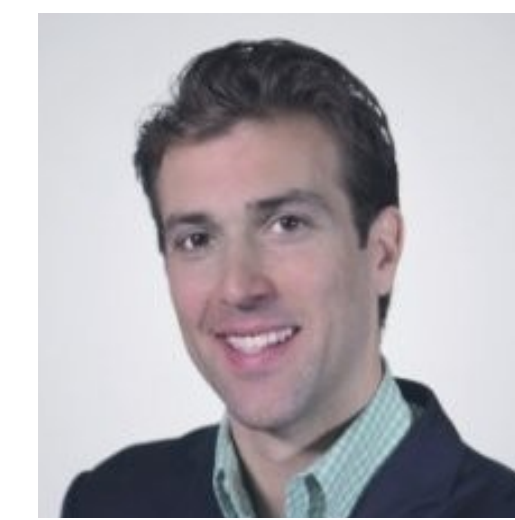
JOHN UDELHOFEN



JOE BRENNAN



RON REPKING



STEPHEN ACUNTO



BARRY SALTZMAN



STEVE HORWITZ, GENERAL PARTNER



PROFESSIONAL EXPERIENCE:

30+ years, 15+ years in exec positions at multi-billion-dollar technology providers and last 17 years in early stage and scale-up businesses.

Board & CEO Advisory, CEO & Senior Executive Leadership, Operational Turnaround, Tech Strategy, Leading Transactions, and Operations: M&A, Capital Raising, and Restructuring.

SECTOR EXPERTISE:

As an advisor, operator and investor, Steven has deep experience in Software (SaaS, Human Capital Management, Enterprise Resource Planning, Marketing Automation, Big Data & Analytics, Customer Relationship Management), Cloud and Systems Infrastructure, Tech Services, Mobile, Digital Media, and Financial Services.

HIGHLIGHTS:

- Tech Data: VP Client Services - Spearheaded 3-year, \$6B outsourcing deal with GE Capital for international logistics, supply chain, and business services.
- Q-Link: CEO - Structured and negotiated a deal with Adobe, Inc. to acquire Qlink, the pioneer in Business Process Management Software.
- Rules Power: President & CEO - Led successful turnaround of RulesPower, Inc., Business Rules Management software company. Sold to Fair Isaac Corp (FICO).
- Vericom: Chairman - Strategic restructuring and software acquisition. Led to a private sale, followed with an acquisition by a public company.
- Astadia: CEO and Chairman - Realigned and drove 100% revenue increase with a new profitable model. Successful trade sale to a Private Equity firm.
- Tribridge: President - Drove 100% year-over-year revenue and profitability increase as the strategic sell-side advisor.
- Racemi: CEO and Chairman - Strategic restructuring and turnaround. Acquired by DXC Technologies.

**PROFESSIONAL EXPERIENCE:**

Corporate Strategy and Operations, Tech M&A / Venture Capital Investing, Integration Planning and Execution, Agile Growth Strategy and Leadership.

SECTOR EXPERTISE:

Software (SaaS, IaaS, PaaS, Human Capital Management, Enterprise Resource Planning, Customer Relationship Management, MarTech), Emerging Technologies (Blockchain, Big Data, Artificial Intelligence), Venture Capital, Social Media, Financial Services, Distribution and Retail.

BACKGROUND:

Jim is a strategic change leader with over 15 years of leadership experience in global and integrated operations, M&A, and strategic go-to-market planning. Over the course of Jim's career, he has successfully worked with companies undergoing roll-up mergers and acquisitions, accelerated business development, process improvement, change management and operational transformation initiatives – guiding organizations in the effort to reinvent themselves and spur growth.

Jim has served in senior management and Board capacities, including his role prior to joining Morgan Hill, as founder and CEO of StartUp Solutions. Drawing upon deep operational and investment experience at start-up and scale-up businesses, Jim has created and curated a collection of proven, data-driven processes and methodologies to help companies build scalable and fundable (VC-ready) solutions – accelerating organic growth.

HIGHLIGHTS:

- StartUp Solutions: CEO - Created 250% year-over-year revenue growth.
- Racemi: Chief of Staff - Strategic restructuring and turnaround. Acquired by DXC.
- Florida Funders: Director of Investment Strategy
- Tribridge: Corporate Strategy & Strategic Initiatives leader.



JOHN LEMA, GENERAL PARTNER



PROFESSIONAL EXPERIENCE:

20+ years leading Venture-backed Software and Services firms. Board Advisory, CEO & Sr. Executive Leadership, Tech Strategy.

SECTOR EXPERTISE:

As an advisor, investor, operator, and engineer, John has deep experience in Enterprise Software Applications & Infrastructure, IoT & Hardware, Cloud Computing, Software-Enabled Services, Mobile, Financial Services, Retail, and Real Estate.

HIGHLIGHTS:

- Convene: CTO / President of Elevate - Realigned and drove a venture-backed Commercial Real Estate Technology. Partnered with the largest commercial real estate firms in the world. Served over 70% of Fortune 500 companies.
- SourceSeek: Co-Founder & CTO. E&Y Entrepreneur of the Year Finalist in 2012.
- ScrollMotion: CEO & Founder - Won many industry awards. Listed on Crain's Fast 50.
- Three-Point Software: CEO & Founder - Sold a custom rules engine and automation platform to Financial Services companies like Fidelity, Zions Bank, and Wells Fargo.

BACKGROUND:

John is an accomplished product strategist with over 20 years of technology and sales leadership experience across software and technology-enabled service organizations. As a servant leader with exceptional critical thinking skills, John has a strong record of building and inspiring high-performance teams to solve complex organizational challenges. His strength spans high organic growth environments and heavy acquisition situations ranging from personally founded tech startups to mid-sized venture and private equity-backed companies to large publicly traded organizations.

John has served in Founder, CEO, senior executive, and Board capacities, including his role as CEO, Co-Founder, and Chief Architect of ScrollMotion, a publishing and B2B iOS application and SaaS platform. Under John's leadership, ScrollMotion became the largest provider of apps on iTunes, Google Play, Blackberry App Store, and Microsoft Mobile store and successfully sold to customers like GE, Genentech, Exxon, and Toyota. ScrollMotion won many industry awards and was listed in Crain's Fast 50. John was an E&Y Entrepreneur of the Year Finalist in 2012.

A True Partner

We typically invest a portion of our fees, aligning our outcomes.

We're very selective and only work with companies we believe in.

We are relentless in our focus on our clients' success.



Thank you.

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