



V E N T U R E S

# Transformational Management™

**Market conditions in 2010** demand a new perspective, and in some cases *business triage*. The fundamental underpinnings of many industries have shifted. Market conditions require a new quantitative baseline for strategy determination. Some companies have opportunities to gain share. Many revenue models will be reconsidered and all cost models must be re-evaluated and streamlined. All companies must be re-positioned for these new market conditions.

**ASAP Ventures brings a unique blend of creative thinking, extraordinary access, and rapid, market-based work to help achieve success.** We offer a fact-based approach brought to bear by a no nonsense, senior, creative team. This team has spent decades as owners/operators/investors/Board members and coaches to CEOs and Boards. Our principals have substantial hands-on leadership, sales, business development and capital markets success. Our extensive network and personal contacts allow us to get to the “right” people quickly. And, we have capital markets relationships throughout the balance sheet.

**Our industry experience** is broad. We have knowledge in industries as diverse as: media & content; security; network services; banking and insurance; telecommunications; software & services. As a result of this experience and exposure, we can quickly and confidently determine the right approach to meet market conditions. We then prove, with real results, that the approach will work.

**So, what is ASAPs’ Transformational Management?** The unique ability to combine strategy, restructuring, team management, salesmanship and capital markets solutions in a highly results oriented approach.



**Create Strategy:** Determine what relative market position works. What scale is required? What metrics matter?

**Business Development:** See what works. Test market offerings. Rapid deployment. Market data.

**Evaluate Budgets:** Determine where to cut and invest. Spend wisely.

**Build Culture:** Changing markets are the best time to build the team and to ensure everyone shares the right values.

**Capital Markets Solutions:** Money and liquidity matter. Determine the cost, structure and availability quickly.



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## What we do:

- Management “offsite” retreats
- Enterprise strategy development
- Business development selling
- Confidential market testing
- Commercial market strategy and marketing
- Government market strategy and marketing
- Competitive assessments
- Expense rationalization and management
- Capital raises & restructuring
- Mergers & acquisitions
- Private Equity
- Team & culture building
- Due diligence
- Investigations and intelligence
- Cyber defense

## How to start in 2010:

- Align risk appetite and strategy*– Evaluate risk appetite among strategic alternatives, set objectives, and develop mechanisms to manage related risks.
- Enhance risk response decisions*– Provide the rigor to identify and select among alternative risk responses – risk avoidance, reduction, sharing, and acceptance.
- Reduce operational surprises and losses*– Gain enhanced capability to identify potential events and establish responses, reducing surprises and associated costs.
- Identify and manage multiple and cross-enterprise risks*– Facilitates effective response to the interrelated impacts, and integrated responses to multiple risks.
- Seize opportunities*– Identify and proactively grow market share.
- Improve deployment of capital* – Assess overall capital needs and enhance capital allocation.

Jeff Weiss, Managing Partner

202.589.0075

[jeff@asapventures.com](mailto:jeff@asapventures.com)