



Marketing Blueprint



From launching new products and services to growing global brands, Twoeyes has the experience, skills and resources to help Entrepreneurs, Business Owners, Boards and CEO's make their company more valuable.

For a confidential, obligation-free meeting to discuss how Twoeyes can help make your company more valuable, please contact Twoeyes Lead Advisor, Conor McKenna directly on 0402 26 46 70 or conor@twoeyes.com.

About Twoeyes

Founded in 2000, Twoeyes is a boutique venture investment and strategic advisory firm based in Adelaide, South Australia. Our business purpose is to help Entrepreneurs, Business Owners, Boards and CEO's make their company more valuable.

As a venture investor, Twoeyes actively develops an equity portfolio of investee companies at various stages of development.

As a strategic advisor, Twoeyes brings together a 'virtual' team of highly experienced business, commercial and investment specialists who provide outstanding clarity to help private, public and non-profit organisations reach their potential.

By combining the principles of Venture Capital, Private Equity and Strategic Operational Planning with first-hand entrepreneurial and senior executive experience, Twoeyes offers clients a unique approach to business consulting and the delivery of special projects.

While Twoeyes preferred approach is a flat-rate fee or retainer arrangement, from time to time, we may take success fees and/or minority equity investments as a fee for advisory work or to assist emerging entities and non-profit organisations.

Where we can help

- New venture development and structuring
- Technology commercialisation
- New product/service development and launch
- Business planning and risk assessment
- Operational review and risk assessment
- Strategic operational planning and implementation
- Strategy workshops and presentations
- Strategic marketing planning
- Corporate Identity
- Brand design & realisation
- Brochures & Annual Reports
- Website development
- Integrated on-line/off-line marketing communications strategies
- Board building
- Team recruitment and development
- Performance appraisal
- Executive coaching & mentoring
- Corporate and sales training
- Family business consulting
- Succession planning
- Company sales and divestments
- Mergers and acquisitions
- Buy side/sell side Due Diligence
- Equity procurement, including private equity, venture capital and angel funding
- Government grant funding
- R&D Tax Concessions
- Debt procurement
- **Special Projects**

Twoeyes Investee Companies



From clarifying strategy to preparing for strategic sale, Twoeyes can help make your company more valuable.

For a confidential, obligation-free meeting to explore your business needs or brief a special project, please contact:

Conor McKenna BA GDBA MBA (Adv) MAICD | Churchill Fellow 2009

Managing Director & Lead Advisor

Twoeyes Pty. Ltd. - Making Companies More Valuable

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