



TWOEYES

Company Profile

'Making Companies More Valuable'

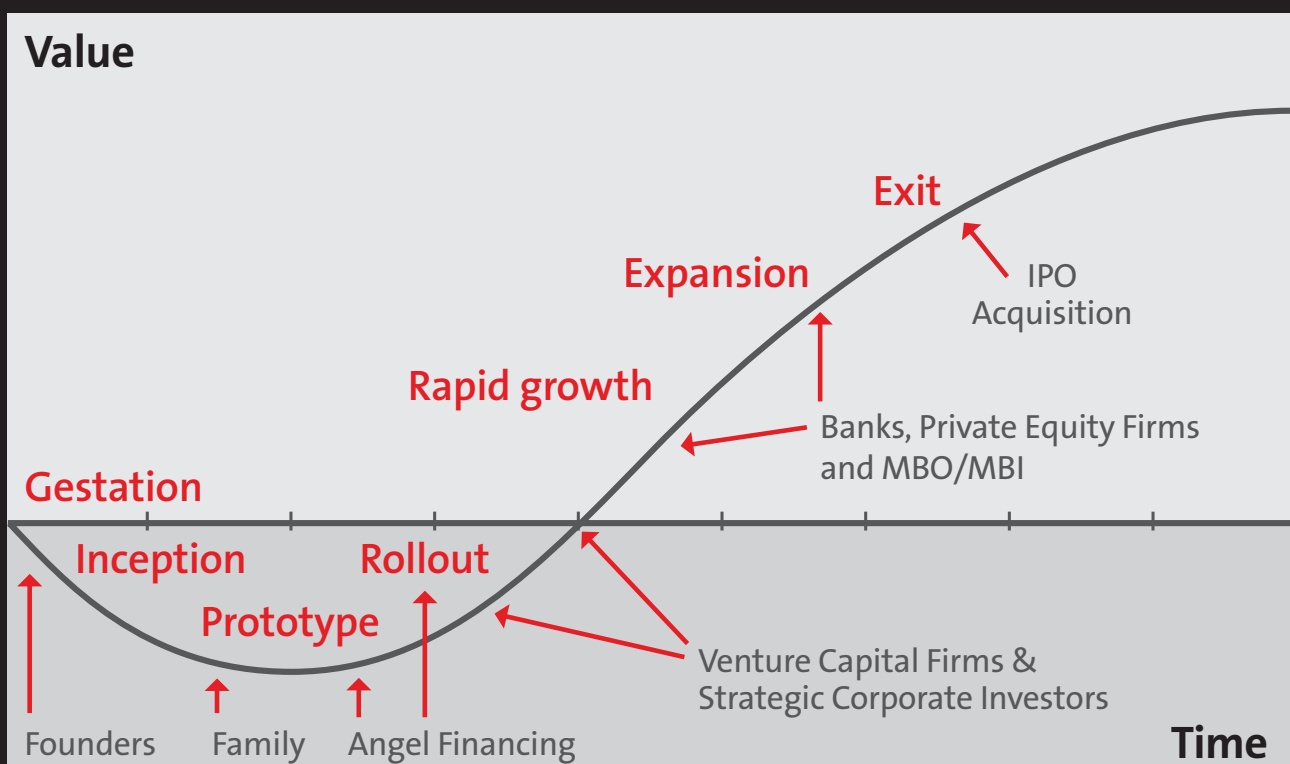
Making Companies More Valuable

The Business Purpose of Twoeyes is to make companies more valuable. We work with Entrepreneurs, Business Owners, Boards and CEO's to convert strategy and action into operational and economic performance.

Whatever your stage of enterprise growth, Twoeyes can help clarify and execute strategy, improve operational performance, reduce business risk and create value for key stakeholders.

The Enterprise Pathway

Stages of growth and sources of funding for high growth enterprises.



Clarity from Experience

The Twoeyes Team of Advisors works closely with enterprise leaders to prepare their business for operational improvement, strategic growth, equity investment or trade sale.

Unlike many business consultants and advisors, we understand first-hand what it means to own and grow a business. Twoeyes team members are not just specialists in their respective fields: as business owners ourselves, we have first-hand experience of the demands of growth in small, medium and large companies and have personally undertaken capital raisings, trade sales and business acquisitions. As a result, we can offer our clients clarity and insight that only 'hard won' experience can bring.

Whatever the assignment, Twoeyes' focus is clear: achieve a strategic business position that is unique and sustainable, improve operational performance and reduce business risk, resulting in greater benefits to key stakeholders and a significant increase in the value of shareholders' equity.

Strategic Operational Planning



For Entrepreneurs:

- Your strategic 'path to market' is unclear.
- You have a great technology but need to link strategy to sales and operational performance.
- You need to raise venture funding and attract key people to support growth.
- You are seeking development partners and strategic corporate investors.
- You value 'first hand' experience - not just good advice.

For Business Owners:

- Your long-term strategy needs clarifying.
- Your operational performance – from process to people - needs improvement.
- You need to get the business ready for growth and/or capital raising
- You need to prepare for exit or succession.
- A trade sale or management buy-out/buy-in may be on the horizon.

For Boards & CEO's:

- The Board demands more than just organic growth.
- You need to review strategy and seek new revenue-generating opportunities.
- You need to link strategic objectives with operational performance.
- You are seeking a 'bolt-on' acquisition or strategic alliances with emerging, high-growth ventures.
- You need to maximise shareholder returns.

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 Exit Planning, Venture Capital, Private Equity and Strategic Operational Planning with first-hand entrepreneurial and senior executive experience, Twoeyes offers clients a unique approach to management 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

ZORK EXITED

www.zork.com.au

Kid Sense™ EXITED
childdevelopment.com.au

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 CEPA | Churchill Fellow 2009

Managing Director

Twoeyes Pty. Ltd. - Making Companies More Valuable

62 Brougham Place, North Adelaide, Australia

PO Box 1133, North Adelaide SA

Mobile 0402 26 46 70

Email conor@twoeyes.com

Web twoeyes.com