

Structured Funding Programs

Equity Marketing™ Assessments

For Executives, Board Members, & Private Investors of Emerging Growth Companies

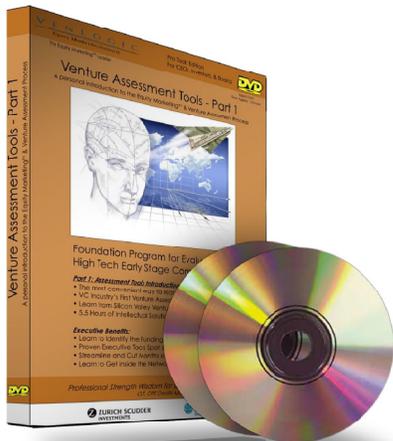


Wisdom. Simply the shortest path to funding.

*A Fast-track Tool-Enabled Funding Program
Introducing the venture assessment process & disciplines.*

Venture Assessments Will Help You:

- Analyze and benchmark your company's current funding probability
- Spot the gaps in your path to funding
- Design your roadmap to funding



Order Today
<http://www.venlogic.com>

Faculty Partners:

Morgan Stanley GRAYCARY.



NASDAQ
Issuer Insurance Agency



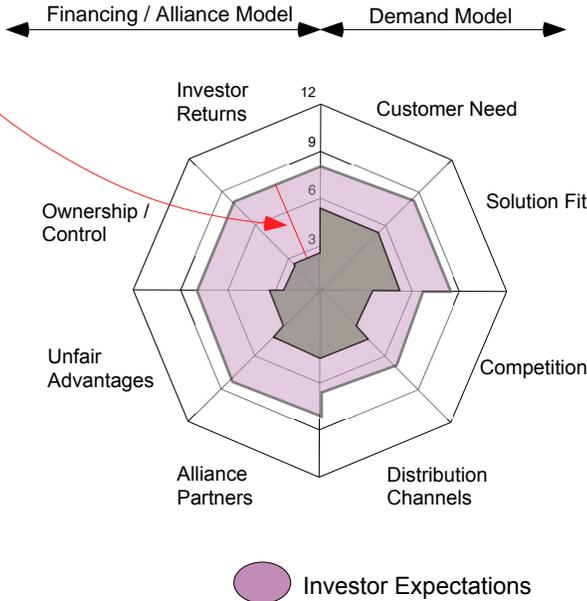
ZURICH SCUDDER
INVESTMENTS

Curious how your deal measures up?

Venture Assessment Report

Investors expectations have risen to an all-time high.
You can't afford not to know how to measure where you stand.
It can save you and your shareholders millions!

CUSTOMER LEADERSHIP



CUSTOMER LEADERSHIP

Demand Model

Customer Need

Solution Fit

Competition

Distribution Potential

Financing / Alliance Model

Alliance Partners

Unfair Advantages

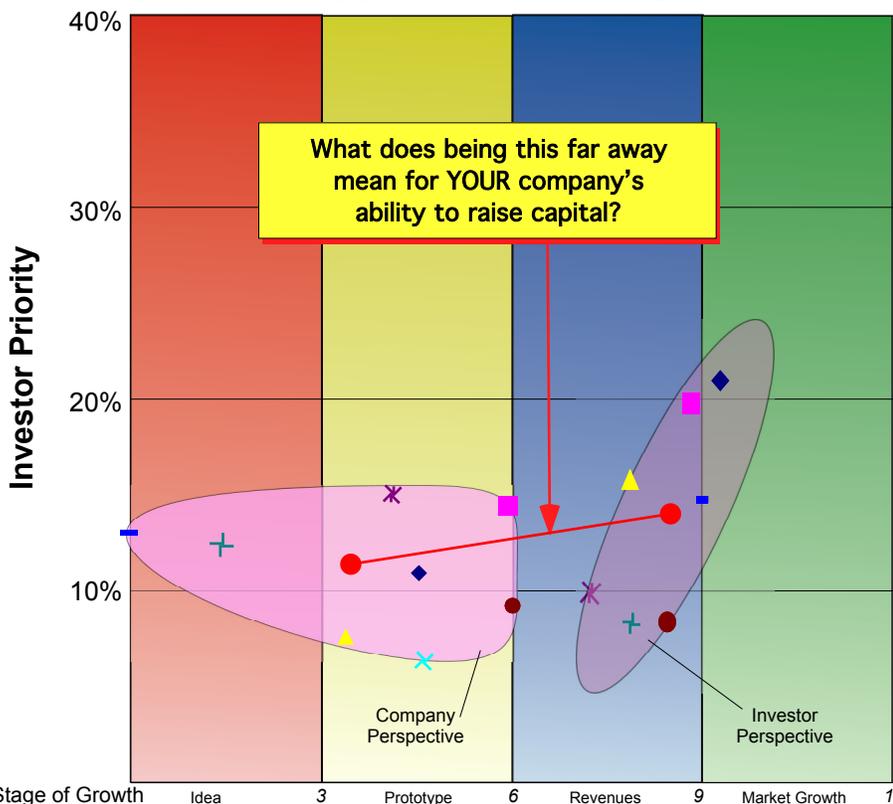
Ownership / Control

Investor IRR/Exit

Stage:	Private Inv. Range Build the Bus. Case				VC Funding Range Validate the Bus. Case			
	Idea	Prototype	Cust. Proof	Market Trend	Revenues	Profitability	Profitability	Profitability
Milestones:	Vision	Documents	Revenues	Profitability				
	1 2 3 4 5 6	7 8 9	10 11 12	1 2 3 4 5 6	7 8 9	10 11 12	1 2 3 4 5 6	7 8 9
	1 2 3 4 5 6	7 8 9	10 11 12	1 2 3 4 5 6	7 8 9	10 11 12	1 2 3 4 5 6	7 8 9
	1 2 3 4 5 6	7 8 9	10 11 12	1 2 3 4 5 6	7 8 9	10 11 12	1 2 3 4 5 6	7 8 9
	1 2 3 4 5 6	7 8 9	10 11 12	1 2 3 4 5 6	7 8 9	10 11 12	1 2 3 4 5 6	7 8 9
	1 2 3 4 5 6	7 8 9	10 11 12	1 2 3 4 5 6	7 8 9	10 11 12	1 2 3 4 5 6	7 8 9
	1 2 3 4 5 6	7 8 9	10 11 12	1 2 3 4 5 6	7 8 9	10 11 12	1 2 3 4 5 6	7 8 9
	1 2 3 4 5 6	7 8 9	10 11 12	1 2 3 4 5 6	7 8 9	10 11 12	1 2 3 4 5 6	7 8 9

Investor Priority vs Company Performance

CUSTOMER LEADERSHIP



Discover Your Step in the Process

VENLOGIC
Equity Marketing Network
Wisdom. Simply the shortest path to funding.

Venture Assessment Process

Business Planning, Equity Marketing, Eq. Sales Planning, Market Testing, Equity Scales

Venture Financing Journey

Give Wisdom. Get Wicked. Share Wisdom.

Revised and Expanded Edition
ZURICH SCUDDER INVESTMENTS
NASDAQ
Venture Analytics, Inc.

MPEG-2 4:3
DVD
ZURICH SCUDDER INVESTMENTS
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- ◆ Customer Need
- Solution Fit
- ▲ Competition
- × Dist. Potential
- × Alliance Partners
- Unfair Advantages
- + Control Factors
- Investor Returns

Back Cover