



Corporate Overview

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Letter from the President



Effective and ethical leadership is in high demand. It involves influence, working with people, and is concerned with effective goal accomplishment. Leaders seek to shape ideas instead of responding to them, and act to expand the available options to long-standing problems. Leaders change the way people think about what is possible especially in regards to executing a business turnaround.

The MAG7 Venture Group is made up of proven transformational leaders who are the very best at what they do. Our philosophy is deeply rooted to the concepts of *lean-thinking* and *detailed planning and execution*. The elimination of wasteful activities frees resources, which if properly executed, provides an effective growth strategy. Unfortunately, less than 40% of all strategic plans ever achieve their expected results. Among other things, plans typically lack specific details and fail to identify and mitigate the many risks associated with executing a successful business recovery.

Statistics indicate that there has been a large increase in Chapter 11 filings by companies with \$100 million or more in assets. A closer look at these companies will likely reveal non-existent or failed strategies in the areas of product, manufacturing, pricing, positioning, globalization, and distribution. Our firm is uniquely qualified, and stands ready, to effectively lead and execute the most complex and challenging turnaround situations. We look forward to helping your company meet your goals.

Sincerely,

Gregory L. Cotton

Mission and Vision

Mission

Our mission is to add stakeholder (owners/stockholders) value to a company. That is accomplished by:

- Increasing market share by increasing the value of the product or service provided to the company's customers
- Increasing profitability
- Positioning the company for sustainable value
- Enhancing customer loyalty
- Creating economic, intellectual and social value in each and every community/country in which our client's business operates

In order to achieve the results that our clients require, we will employ state of the art industry proven methods in:

- Project management and execution
- Process improvement engineering
- Quality improvement (statistical process control, lean and six sigma)
- Risk and opportunity management
- Quantitative analysis, using stochastic and deterministic methods
- Operational analysis
- Disaster recovery management
- Training
- Human resource management
- Asset management
- Sales and marketing
- Mergers and acquisitions

We have over 150 years of combined experience in applying these methods in a broad variety of environments such as engineering, supply chain management, information technology, manufacturing, customer services, sales, across a broad varieties of businesses, communities, and countries.

Vision

We will provide solutions to our clients that enhance stakeholder value using the methods and techniques we have experience in. We are particularly well suited to do this in advanced technology-based environments. We can also provide resources, such as personnel, analysis, management, and leadership, necessary to implement those solutions. We are able to integrate all aspects into a cohesive, disciplined solution that is innovative as well as it is sustainable.

Consulting Philosophy



The MAG7 Venture Group's consulting division is dedicated to providing planning and execution guidance to those companies that are deemed *troubled*, as well as those that seek advice as it relates to project management, risk & opportunity management, training, improving business processes and opening new market opportunities. Increasingly, companies are relying on projects to design and implement significant change. Projects are used to reinvent business processes, support customer-focused global strategies, and coordinate information flows among organizations.

Across all industries, project success has proven elusive. An early study of 35,000 projects drawn from all over the world, in several different industries, revealed that cost overruns are typically between 40% and 200%. This lack of success in attaining project targets across various industries is costly, both in resources and in the loss of business benefits.

Many project management improvement efforts fail due to a poor understanding of the need to integrate project management with the total business process and its management systems. Our firm is expert in developing and assisting in the implementation of clear planning objectives with specific milestones and metrics that indicate where the organization should be going, and how it will get there. Engaging all relevant organizational members who are part of our business improvement efforts is critical to our success. We will work closely with senior management to establish incentives, norms, and practices that will help the organization take proactive approaches toward continuous organizational improvement.

11 Core Competencies



In many ways businesses and projects are like molecules; they exist because of the successful relationships between multiple smaller components. When the bonds between these components fail, the business or project fails.

Our business is focused on providing the best solutions for our clients. We feel this is only possible if we maintain an experienced staff with a broad base of technical skills. By doing so, we have the capability to quickly attack problems from multiple perspectives. *We have the expertise to re-establish those bonds or fill the voids of the missing components as needed.*

This ability is also critical for the establishment of effective risk management. Failure to examine problems from these varied perspectives often results in unidentified risks and lost opportunities.

We refer to this collection of skills and experiences as our core competencies:

Master Planning & Execution

Our success is very dependent upon our ability to develop winning plans. Our experience consists of planning and executing projects ranging from \$1 million to \$10 billion in size, both nationally and internationally. This includes scheduling, cost estimating, and cost account management.

Lean/Six Sigma

Our highly trained staff has been recognized as being among the best in providing Total Quality Management (TQM) to its clients both nationally and internationally.

Engineering Support

We are capable of providing engineering support and guidance in such disciplines as systems, nuclear, electrical, industrial, mechanical, civil/structural, manufacturing, and software engineering including all associated integration and test activities.

Risk & Opportunity Management

A project's success is often determined by how well risks and opportunities are managed. We have a successful track-record of both proactively identifying and mitigating risks and pursuing and capturing opportunities for our projects. These successful experiences span the proposal stage throughout the entire life cycle of highly complex, multi-billion dollar projects

Information Management

Information is only useful if it can be effectively controlled and shared. We have the experience in information assurance, security and policy development required to support this very valuable and often under-protected asset.

Logistics

Whether our client is operating a distribution network or a service-based business, they require an effective logistics system to achieve success. The Mag7 team is very experienced in the areas of supply chain management, life cycle/supportability cost estimating, quality control, purchasing, and inventory control in both national and international settings.

Disaster Management

Our team possesses direct experience in disaster contingency planning and recovery. This includes counter-terrorism training for the individual employee, as well as assisting in the development of a comprehensive plan for your entire organization.

Business Process Improvement

Consistency in operation is what distinguishes successful businesses. Our experience includes successful business process engineering and analysis, process modeling and analytics, quantitative analysis, stochastic and deterministic modeling.

Human Resource Management

An effective, successful business begins with an effective, successful staff. The Mag7 team has direct experience in determining staffing needs for long and short-range planning. This includes talent assessments, recruitment, placement, promotion, training, and the development of company employees.

Training

Although the solutions may have been acceptable, traditional consulting often failed because the client was not adequately trained to implement them successfully. Our business is focused on addressing this by utilizing our experience at developing and conducting performance enhancing training. Additionally, our training includes customer relationship training, expatriate culture training, and advanced selling techniques.

Acquisition Philosophy



Wall Street demands that companies continuously project growth if they expect to attract and retain investors. Acquiring businesses is a common practice for companies seeking rapid expansion or a larger market share.

Our goals and objectives at MAG7 Venture Group are to:

- Identify companies that are seeking growth opportunities via acquisitions
- Locate and acquire companies that provide a strategic fit for companies seeking a rapid growth strategy
- Execute a systematic turnaround of the acquired company as required
- Position the acquired company in such a way that reduces the likelihood of a “culture clash” in order to ensure the seamless transition between the two companies, thereby increasing overall value

Our philosophy in regards to targeting potential acquisitions is driven strictly by the needs of the companies seeking strategic growth opportunities, regardless of the industry. Additionally, our firm’s assessment as to whether the potential acquisition target can be “fixed” and sold narrows our focus towards a systematic and logical approach to acquiring businesses.

Contact Information

The information listed below is designed to provide helpful guidance in contacting us. Please feel free to contact us through the links below, the provided address or directly at (585) 319-7488.

Consulting Services: Inquires regarding potential consulting arrangements should be made directly to our Consulting Department Chairperson at:

Consulting@Mag7VentureGroup.com

Acquisition Services: Inquires regarding acquisition-related opportunities should be made directly to our Acquisition Department Chairperson at:

Acquisitions@Mag7VentureGroup.com

Administrative Offices: Please direct all other electronic correspondence to our Administrative Offices at:

Administration@Mag7VentureGroup.com

Please be sure to include all necessary contact information, such as name, telephone number and direct email address.

For all written correspondence, please use the following post office address:

Mag7 Venture Group, LLC

3800 Dewey Avenue, #103
Rochester, NY 14616-579

(585) 319-7488