

AXCELION | PARTNERS

Create. Grow. Transform.



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ADDED VALUE TO CLIENTS

We have 35 years of experience working with companies of all sizes to capture significant new value from a wide variety of business opportunities.



MULTI-DISCIPLINARY

We have an end-to-end view of your business, from front office processes, such as sales and client services, to back office processes, like finance and HR, and all points in between



DIVERSE INDUSTRY KNOWLEDGE

Our client experience spans a variety of industries including services, manufacturing, high tech, retail and telecommunications



TRACK RECORD OF SUCCESS

We have identified and helped clients capture hundreds of millions of dollars in value



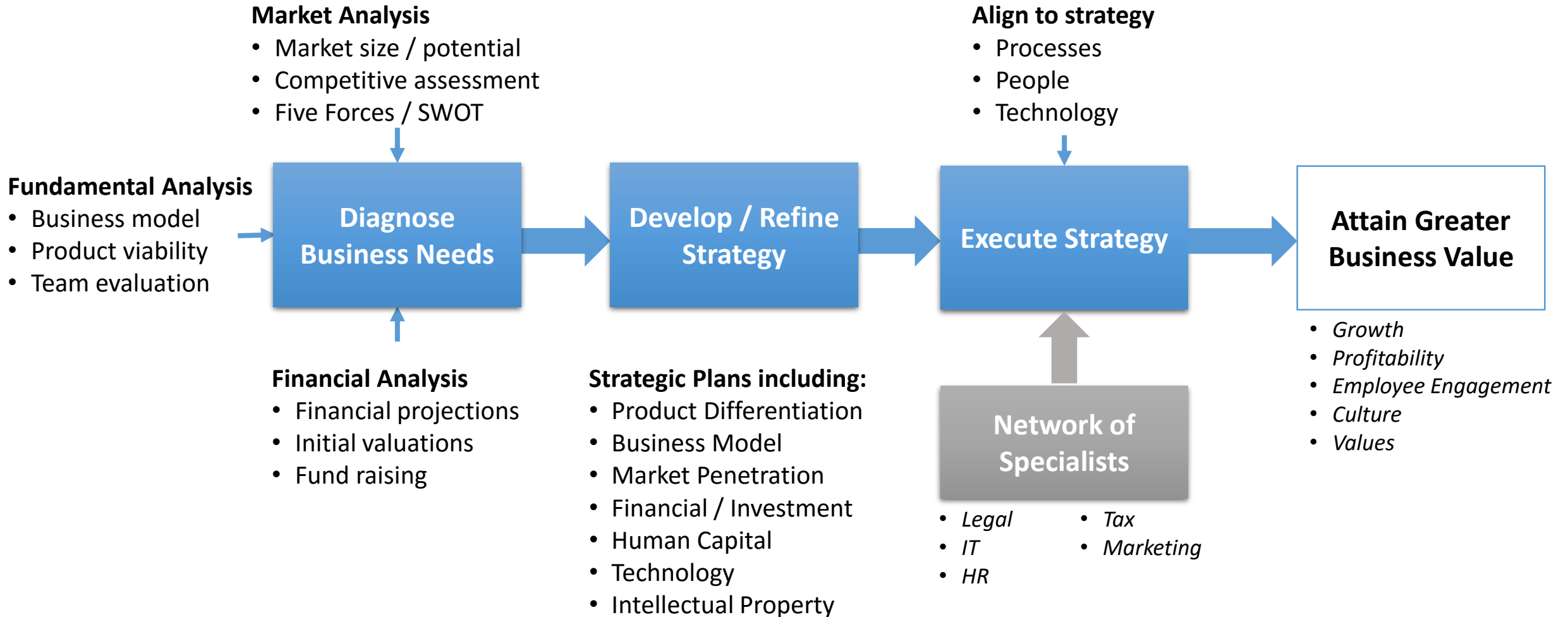
VARIED CHALLENGES

We have helped clients solve challenges from starting up to reinvigorating growth to transforming to be more profitable and competitive

We primarily work with start-ups, small and medium-sized businesses.

APPROACH

To help you succeed, we bring our broad business experience and network of specialists to address all your needs.



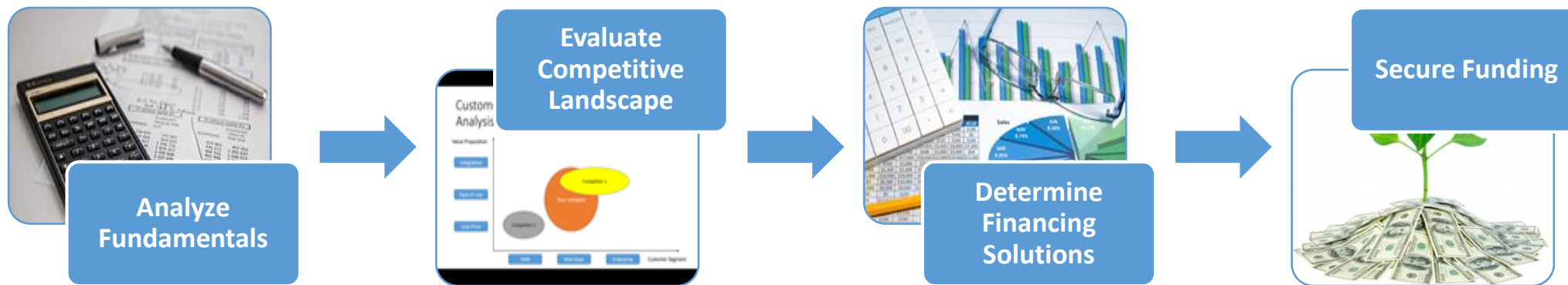
We strive to understand what is unique about you and your business needs, then tailor an appropriate, comprehensive solution set to fulfill them.



Typical Objectives	<ul style="list-style-type: none"> Develop competitive offerings Establish a viable business model Launch quickly Determine best funding strategy to confidently approach financial markets 	<ul style="list-style-type: none"> Expand market share Increase capacity Improve or expand product offerings Increase sales productivity 	<ul style="list-style-type: none"> Increase profitability Improve customer satisfaction Enhance employee engagement
Primary Challenges	<ul style="list-style-type: none"> Analyzing market size, needs, trends Analyzing competitive landscape Assessing viability of products Determining differentiation strategy Securing needed funding 	<ul style="list-style-type: none"> Developing new markets Capturing market share Building scalable operations Attracting top talent Crossing key growth horizons 	<ul style="list-style-type: none"> Reducing costs Gaining operational efficiencies Improving customer responsiveness Retaining top talent
Approach	We help determine the best funding solution, collaborate in design and construction of viable business models, and refine product differentiation to create a competitive business.	We develop a growth strategy and implementation plan that includes process, people and technology changes to capitalize quickly on market opportunities to accelerate the pace of growth	We evaluate processes, people and technology against business strategy and a changing marketplace to identify and fix gaps, resulting in improved profitability, customer satisfaction and employee engagement

We specialize in your business. Other consultants specialize in their skill sets.

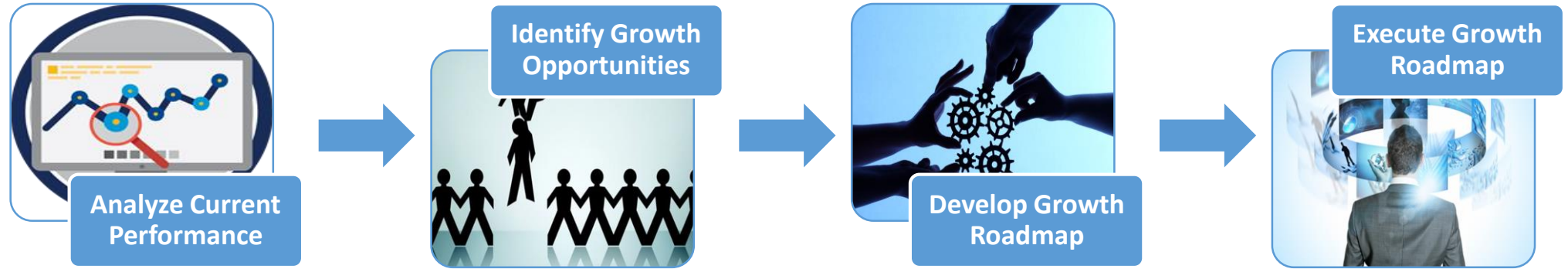
CREATE



Approach	Collect data needed to assess market demand, competition, business model	Study market structure, demand, and competition then enhance product and business model to improve competitiveness	Perform financial projections and estimate investment requirements; recommend funding sources	Develop investor presentation, coach clients for presentations, introduce to key investors to secure needed resources
Example Tools	<ul style="list-style-type: none"> • Interviews • Client Data Request • Industry Comp Metrics • Break Even Analysis • Site visits 	<ul style="list-style-type: none"> • SWOT Analysis • Industry Analysis • Supply Chain Analysis • Addressable Market Evaluation 	<ul style="list-style-type: none"> • Revenue Projections • Cost Projections • Projected Capital Requirements • Implementation Timetable 	<ul style="list-style-type: none"> • Funding Request Presentation • Coaching for Investor Presentations • Key Investor Introductions
Timing	1-2 weeks	1-2 weeks	1-2 weeks	Varies

Prior client results include:

- 83% of our clients have received requested funding to-date

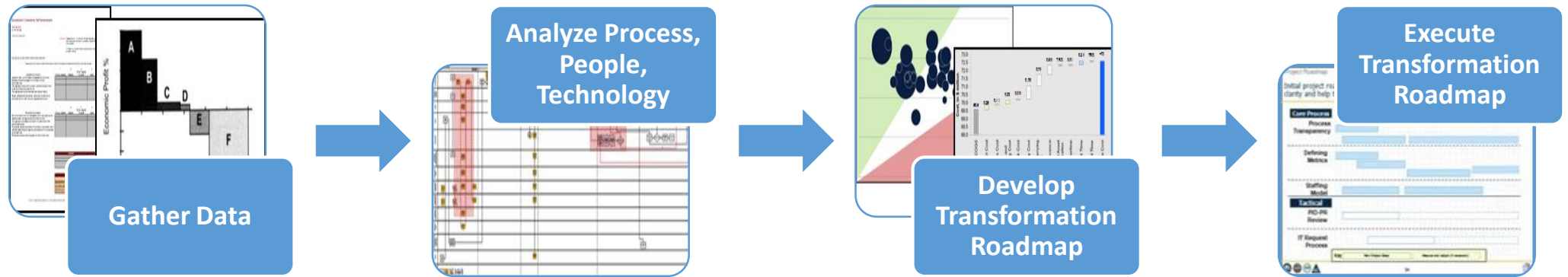


Approach	Collect needed data to diagnose and quantify opportunities	Evaluate under-served markets, channels, product offerings, sales and marketing strategies	Prioritize and sequence growth opportunities to optimize revenue, margin and resource constraints	Solutions often include strategy refinement, product innovation, process and organizational changes, technology re-tooling, change management, reporting
Example Tools	<ul style="list-style-type: none"> Stakeholder Interviews Client Data Request Site Visits Market Analysis Benchmark Studies 	<ul style="list-style-type: none"> Competitive Assessment Value Driver Analysis Sales Effectiveness Analysis Customer Profitability Study Gap Analysis 	<ul style="list-style-type: none"> Opportunity Quantification Investment Requirements Implementation Timetable 	Various Tools as Needed: <ul style="list-style-type: none"> Process Design, Implementation Project Management Change Management Management Dashboards Benefit Tracking
Timing	1-2 weeks	2-4 weeks	2 weeks	Varies by solution

Prior client results include:

- 5-100%+ revenue growth within 2 years
- 2-5% improvement in operating margin rate

TRANSFORM



Approach	Collect needed data to diagnose and quantify opportunities	Isolate drivers that can yield desired outcomes to improve customer satisfaction, cost reduction, speed to market	Prioritize, quantify and sequence opportunities to provide fastest results	Solutions often include strategy refinement, process improvement, organizational design, technology re-tooling, change management, reporting
Example Tools	<ul style="list-style-type: none"> Stakeholder Interviews Client Data Request Site visits Process Mapping Workshops 	<ul style="list-style-type: none"> Value Driver Analysis Operating Model Review Information System Maps Gap Analysis Complexity Value Stream Maps 	<ul style="list-style-type: none"> Benefit & Effort Matrix Opportunity Quantification Investment Requirements Transformation Roadmap 	Various Tools as Needed: <ul style="list-style-type: none"> Process Design, Implementation Project Management Change Management Management Dashboards Benefit Tracking
Timing	1-2 weeks	2-4 weeks	1-2 weeks	Varies by solution

Prior client results include:

- Minimum 10% cost reduction
- 1-2% improvement in operating margin rate
- Improved client and employee satisfaction



Jack has 25 years experience in strategy, operations, finance and Lean Six Sigma. His specialty is analyzing business performance and revealing ways to improve an organization's strategy, and the alignment of processes, people and technology to that strategy to deliver shareholder value. He has proven his versatility and impact to clients in a wide range of industries and functions with an unwavering focus on business value.

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SELECTED EXPERIENCE

Business Turnaround (Private Advertising Services Company)

- Conducted enterprise-wide assessment then executed transformation roadmap to double revenues from \$50M up to \$100M+ and widened margin rates by 4 percentage points in 2 years
- With a 95% reduction in client project errors and rush-orders, client experience improved after re-building project management system and processes, changing client interaction points, improving communications between departments, and creating management reporting tools

Complexity Management and Innovation Process Design (Global Retailer)

- Led team to identify sources of process, portfolio and organizational complexity that diminished firm profits and speed to market
- Over \$1B in benefits identified for margin improvements and cost reductions, including changes to operating model; innovation, sales and marketing strategies
- Shortened time to market for \$200M private label offering business line by streamlining product ideation, development and supply chain processes

Customer Profitability Improvement (Global Agribusiness Company)

- Designed and implemented new approach to evaluate and realize customer profitability improvements to capture net benefits exceeding 1% of revenue

Process Improvement (Global Telecommunications Company)

- Improved customer on-time performance and satisfaction by reducing cycle times for order entry, provisioning and testing for business services
- Reduced headcount by up to 25% in US and off-shore service centers while improving customer outcomes

Lean Six Sigma Deployment Design (Canadian Telecom Company)

- Designed Continuous Improvement Center of Excellence for \$150MM technology support group for residential service fulfillment and reduced ramp-up time by 9-12 months

EDUCATION

- Kellogg School of Management, Northwestern Univ. MBA
- Rensselaer Polytechnic Institute
BS: Management; Minors: Economics, Communications
- Certified Lean Six Sigma Master Black Belt
- GE Financial Management Program

EMPLOYMENT HISTORY

- Hewlett Packard Enterprise
- Accenture
- The Sunflower Group
- General Electric
- Honeywell

FUNCTIONAL EXPERIENCE

- Operations Strategy
- Strategic Planning
- Lean Six Sigma
- Organizational Design
- Change Management
- Business Analytics
- Financial and Budget Analysis
- Working Capital Management
- Training & Facilitation
- Client Service

INDUSTRY EXPERIENCE

- Telecommunications
- Retail
- Financial Services
- Manufacturing
- Pharmaceutical
- Distribution
- Aerospace
- Advertising
- Oil and Gas
- Agribusiness

JEFF MORIDANI



Jeff has 9 years of experience working with startups and small businesses in a wide variety of industries and across multi-disciplinary job functions. With his background in finance and industry research, Jeff utilizes fundamental and quantitative analysis to advise and mentor businesses in a variety of topics such as product development, market and competitive positioning and financial strategy. His focus on value creation helps to propel startups toward a profitable and competitive business model.

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SELECTED EXPERIENCE

Early Stage Guidance (Sustainable Materials Development Firm)

- Provided clients with business and financial development services
- Provided key guidance to early stage businesses around financial models and business plan
- Developed systems and structures for business processes including investor and customer relationship programs
- Developed business fundamentals and client enrichment prior to VC and Angel funding

Research, Financial & Cost Modeling (Renewable Energy and Energy Efficiency Company)

- Created and maintained financial models for project and corporate funding focused on EE/RE for the built environment
- Created burn rate models, budgeting models and project scenarios for client pitches
- Researched, analyzed and executed projects to support client procurement

Data Organization and Analysis (Global Large Cap Fixed Income Bank)

- Performed analysis on fixed income securities involving commercial, retail and multi-tenant backed securities
- Streamlined processes to efficiently analyze large amounts of data under aggressive market-driven conditions

Project & Client Management, Managerial Accounting (Sustainable Conferencing Company)

- Managed all critical accounts and relationships with clients and partners with oversight over all accounts
- Led department responsible for finance, budget analysis, and business/project valuations/forecasting

EDUCATION

- **University of California – Los Angeles**
Certificate in Corporate Finance
- **University of California – Berkeley**
Certificate in Managerial Finance
- **University of California – Santa Barbara**
BA: Business Economics, minor in Japanese Language

EMPLOYMENT HISTORY

- Inadirom, Inc.
- Soladyne Capital
- Opportunity Green
- Trust Company of the West
- JP Morgan

FUNCTIONAL EXPERIENCE

- Financial Statement Modeling
- Financial Management
- DCF Modeling
- M&A Modeling
- LBO Modeling
- Comps Analysis
- Transaction Comps Analysis
- Client Management
- VBA Programming
- Excel Power User

INDUSTRY EXPERIENCE

- Renewable Energy
- Energy Efficiency
- Materials Development
- Global Fixed Income
- Nutrition Products
- Event Conferencing
- Digital Media
- Food & Beverage
- Prestige Beauty Products

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CONTACT US TODAY TO REALIZE MORE OF YOUR BUSINESS POTENTIAL

Visit us at:

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