



### *You Need Your Business to Grow...*

To do that, you need to safeguard your business from the opportunity dissipation and waste, that manifests itself in business models that are too slow, too unyielding, don't allow for enough investment or assume too high of a yield. Or marketing approaches that are under performing, under utilizing the media, the market and therefore the opportunity. Or perhaps better leadership of the marketplace, the team, the vendors and investors is required. It may not even end there.

### *As do Your Investors....and*

Most Private Equity, Venture Capital and Angel Fund investment opportunities have proven leadership, a winning business model, a good product. So why do almost 70% of these opportunities still fail? Why is it that 30% of the companies investors invest in will go bankrupt, and another 30% will fail to sell for their original investment. With another 15% providing a return that isn't worth the risk!

### *Venture Catalyst Partners!*

Venture Catalyst Partners, LLC. have launched an investment vehicle as a business accelerator and growth laboratory to help entrepreneurs, (and their investors) to take their opportunities to a whole new place. We are looking for a few good entrepreneurs to participate in a magnificent experiment. Its design is to help you spearhead a business breakthrough in 12 months or less, and for us to quantify our investment metrics to our investors.

**By Invitation Only for 12 Entrepreneurs , CEO's and Company Founders...**

### *Who We Are?*

Venture Catalyst Partners, is comprised of the most successful and formidable master mentors in business and entrepreneurship today, **Jay Abraham, Robert Hargrove and Bill Henderson**. They have world class reputations both with Fortune 500 CEO's and iconic entrepreneurs who went from zero in the bank, to billionaires almost overnight.

As consultants, to engage Robert, Jay and Bill together in one room would literally cost \$100,000 per day, which make our extraordinary gifts as business catalysts, unavailable to 90% of early stage businesses. As consultants we are at the top of our game, and therefore we are changing it.

To this end we have started a new investment vehicle Venture Catalyst Partners where we have changed the reference model from consulting on a per diem to investing our "intellectual capital" for a "stake" in your future, and we are looking for a small number of "apt participants."

### *What Kind of Experiment?*

We've devised this rather bold and daring experiment, to quantify how much of a "game-changing" difference we **WILL** produce for an early stage opportunity owner like yourself in a year or less. Our goal is to attract small-to-medium and relatively stable enterprises that have a track record of past success and who we believe are destined to achieve far greater success. We intend to pull victory from defeat.

**Direct access to two of the world's greatest business mentors in the world at the VCP Growth Laboratory and Business Accelerator**





## What We Can See, but You Can't...

We help you recognize the **sticking points** where your business is stuck, with the intent to spearhead a breakthrough in 100 days or less. Is it leadership? Is it teamwork? Is it your business model? Marketing sales etc? Once there is a **blueprint** in place, the focus is then on execution.

We work shoulder-to-shoulder with you, to extend this breakthrough to the point where you begin to grow and accelerate your business. More importantly in working with us you are also answerable to your peers, i.e. eleven other successful people like yourself with strong opinions and personalities. We aren't milk toasts, you will be challenged, stretched and humbled.

The most important aspect of how we go about delivering out-sized results with such confidence, is that we understand that capital is limited as are the resources you have at hand. There is no chicken-and-egg scenario with our success dependent on future funding. Our mantra is business growth, acceleration and sales will fix what isn't working. We work with what you have.

## Peer Coaching!

CEO (founder) Peer Coaching, lets you get powerful new perspectives on your most bothersome business problems. A powerful dimension of the program is **the Open Forum**, the opportunity to participate in a peer coaching process with CEOs, founders, and entrepreneurs just like yourself,

on the bothersome issues and problems you face. For example, 1) How to find customers, 2) How to inform customers, 3) How to engage customers to find out what they will buy 4) How to develop game changing products and services. 5) How to deliver them to a high growth market at a profit. Remember your commitment to partake isn't limited to yourself, it includes the business, investors and peers.

## The Crucible...

Do you think you and your business have what it takes? Do you still have that fire in the belly? If the answer is **YES**. The first step is that you must apply and be accepted into the program. If at that point we must both decide that we are right for each other. Why do we pick you?

## Use Our iPad Strategy App to Benchmark Your Performance



*Start with your existing strategies and put them to the test through our Sticking Point Solution and Blueprint to a Billion mark their change and the impact to your business as you accelerate!*

## Are You and Your Business Up for the Challenge?

Quite simply, we know that we will see opportunities that you don't, and that we are the best suited people to help you go after it.

We understand it and have enough confidence in our ability and the performance capability of the candidates we choose that we are more than willing to speculate the bulk of our compensation on the upside (a success fee). That being said if you aren't picked it doesn't mean that your opportunity won't work, it just won't work for us.

These are just a few of the attributes we are looking for in our candidates. Directability, assets we can understand, markets to be exploited, economic mismatches, the ability to take redirection, etc.

Secondly you must demonstrate not only a commitment to attend each monthly session but also that you can afford to pay "the freight" per month plus a "success fee" based on metrics (sales, marketing and funding performance based goals) we jointly establish. For example doubling the number of customers you currently have, tripling your current revenue, increasing market share. -->

### *A Three Step Process & Initial Cost*

**Step 1.** You can register here at our website [www.venturecatalystpartners.com](http://www.venturecatalystpartners.com) "Tribe Of Twelve" and we will provide you with a qualifying enrollment package. There is a non-refundable fee of \$295 due with the submission of the enrollment application.

This fee is primarily for the process of making sure we administer and consider each opportunity carefully. If not selected, there can be some learning to be gained as we will share a meaningful "Brief" of our assessment, for you to learn and gain perspective from the experience.

**Step 2.** If you are selected for the next step, our investment process, a fully refundable "good faith" fee of \$2,500 is then required. If for whatever reason we decide not to move forward with the investment process, the fee is fully refundable.

**Step 3.** Once selected and the refundable fee is fully remitted you will receive our proprietary iPad app covering both strategy, operations and finances to facilitate our proprietary due diligence, investment and benchmarking processes. At points during this process there will be several interviews.

At the conclusion of Step 3., a decision will be made by our investment team. If accepted to the Tribe of Twelve the refundable portion will be applied to your participation cost. You will be invited to join the first group in New York City. Congratulations!

Third you must be transparent and vigilant about providing the the team with accurate strategy snapshots and ongoing performance metrics as collected through the iPad applications.

There are two avenues by which you can apply for the Tribe of Twelve; **1. If you are a CEO, Founder, Entrepreneur and or the majority shareholder in the business; 2. If you are a Private Equity, Venture Capital or Angel fund and want to submit one or more of your opportunities as a candidate.** Your selection chances are better if you have demonstrable quarter on quarter sales history, and at least one round of funding from a professional fund source.



*Get selected, develop your mission plan and execute.*

# Tribe **TWELVE**

*Your opportunity, your business, our sholders and our shared reward!*

## Deadlines, more details and overall cost...

### Deadlines

The program is slated for start in September and stated to commence on each second Thursday of the month for a period of a year. Thus the program 2.5 day kickoff is September 13, 2012.

The deadline for candidate submission and enrollment is Midnight (PST) July, 31st 2012. If you submit your application prior to Midnight (PST) on June 29, 2012 (if selected) you will be provided a 10% discount off a set monthly rate of \$6,199.

### Benchmarking for performance and pay

Once in the program, payment is based on a set monthly rate and then the out-sized performance of your opportunity. Based on trackable metrics and a timeline we agree on together. These metrics and benchmarks are entered into our strategy iPad tool of which you maintain and send us reports. This enables us to make sure we are targeting the right areas of the business and measuring alpha accordingly.

### Success fees for performance

Success fees will be generated from business benchmarking metrics which can be both subjective as well as objective. We rely on tracking both in a proprietary iPad application.

The success fee is agreed to by the 2nd month in the program, if not agreed to you have to drop the program and forfeit any pre-paid monthly rate fees (monthly rate is billed on a quarterly basis with full payment required 30 days before quarter start).

Regardless of whether the success fee is agreed to in cash or equity it is agreed to up front, and put into a special escrow account. As sometimes it can take up to 18-24 months for a business to acclimate to new changes and see results. Once the metrics are hit the escrow account is released.



Release of the escrow amount upon realization of metrics satisfies the agreement, but if the amount is paid in equity VCP, may elect to continue to be a shareholder in the business. VCP may also consider additional capital investment in which case will happen through our venture arm.

If for whatever reason the company goes bankrupt or is not a going concern prior to reaching said metrics VCP a provision will be included in the escrow agreement for this eventuality.

If the company or opportunity has a liquidity event the equity and or success fee will be paid according to the quarter in which the event happend and VCP was engaged. If after 4 months of VCP was engaged the full amount of the success fee will be considered earned.

We look forward to your participation in the Tribe of Twelve and know that you will derive great reward from it. V.C.P.

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**Venture Catalyst Partners, LLC**

**Sign Up Here: Tribe of Twelve**

**[www.venturecatalystpartners.com](http://www.venturecatalystpartners.com)**