

Below is a detailed outline of OSP's Proprietary Six Phases to Success Model in rescuing under-performing tech startups. Depending on the lifecycle position, the inhibitors may be of much different form including technology development issues, managerial, resource and / or even post-development go-2-market, revenue capture, etc... In some instances, this can be a very long list and in others, it simply may be well beyond recovery thus an asset review / liquidation may be in order.

The process' outlined below will quickly sort this out and provide the investors with a much stronger understanding of their options, the required changes including down-line effects and impact on current / future performance & risk mitigation.

The immediate realized value is 'decision support' on next steps provided by the OSP's team of domain experts. This includes Phase 1 & 2 below and can be delivered in just 2 weeks' time. Pls see the [team page](#) to better understand the expertise OSP brings forward.

Phase 1: Onsite Due Diligences

The OSP Team engages the tech startup on-site (2-5 Days) to drill down and gain a very deep understanding of the performance inhibitors, points of failure & collective risks. This also includes any current turn-around plan & perception of required assets, resources & funding. All information collected by the OSP domain expert is then documented and will serve as the basis for the Phase 2 Rescue Plan below. No advice or direction will be given or shared with the startup at this time, as again, this is an information gathering mission only.

Worth noting; both Phase 1 & 2 together have been given an intentionally low fee to remove any potential barriers to entry and make this a very easy & common sense decision to move forward to success.

Phase 2: The Rescue Plan

Derived from the Due Diligence in Phase 1 above is "The Rescue Plan" first outlines and documents the inhibitors and risks plaguing the startup and provides a number of options to overcome them in moving the business forward to the intended deliverables at the time of last investment. Think of this as a form of detailed gap-analysis.

The rescue plan may have several options though is frequently iterative in format to ensure metrics are established from the start, and accountability is easily measured & managed. Frequently, OSP expert resources are leveraged to augment the startup team; if they had the means to execute, they would have do so. Thus, skills & talent deficits are frequently one of the largest inhibitors and OSP serves to resolve this very easily. Also, there is a 90% failure rate for a reason. Lastly, the Resue Plan Final Presentation is intentionally structured to provide the investor(s) with a very simple understanding of the state of affairs along with an easy decision model process for next steps.

Please See the Detailed Project Steps Below:

1. The Tech Start-Up Mission & Shareholder Commitment:
 - a. Re-evaluate, an expert critique if this truly make sense.
 - b. Have there been market / regulatory / outside changes.
 - c. Is mission or direction change required.
2. Gap Analysis: The Current State of Affairs vs. Above Stated Commitments.
 - a. List of inhibitors.
 - b. Points of failure history / catalysts.
 - c. Some deliverables may be postponed / iterated to a future date; Phase 5.
3. Potential Revisions to Item 1 AKA Mission.
 - a. If it impacts revenue capture and/or P&L this may be iterative.
4. Fixed Project Plan: Also Includes Deliverables 5-8 Below.
 - a. OSP professional methodology is typically: Iterative Incremental.
 - b. Metric based on all levels.
5. Fixed Resource Requirements. (current & new)
 - a. Very often this requires domain expertise.
 - b. OSP expert resources are often the solution for this.

6. Fixed Timetable(s) & Deliverable Schedule.
 - a. Again, this may be iterative.
 - b. Metric focused.
7. Fixed Budget:
 - a. This encompasses all of the aforementioned changes.
 - b. This may have discretionary options to address the risks below.
8. Risk Mitigation:
 - a. Current
 - b. Forward looking
 - c. Plan to reduce or eliminate risk.
 - d. Investment is nonviable; assets should be evaluated.

Again, both Phase 1 & 2 together have been given an intentionally low fee to remove any potential barriers to entry and make this a very easy & common sense decision in moving forward. investment. Remember, if the current start-up team possessed the means to execute, they would have done so. In the end, Phase 1 & 2 empowers you with the ability to make fast & smart decisions on just what to do next. This provides you with a very smart alternative to your current options. Together as Partners, let's go rescue a few... We are fully aligned to your success!

Phase 3: Execute & Deliver

With the Phase 2 Rescue Plan approval, the Execution Plan will begin immediately and if required OSP resources will take an embedded role within the tech start-up to ensure mission success as outlined in The Rescue Plan above. The resources required within that plan may be in roles of executive leadership, project management, hands-on engineering or even go-2-market strategy & execution. It is for this reason that the OSP Team maintains a very wide breadth of domain expertise & disciplines.

Our international team has raised over \$110MM in Venture Capital, taking startups to successful exit via acquisition along with having built \$Billion Businesses. We have held many executive positions with international brands such as Ogilvy&Mather Advertising in London & NYC, Softbank of Tokyo & SITA in Singapore among many others. Please see the [OSP Team Page](#) on for greater detail on our collective domain expertise.

Phase 4: Review Results & BI

In Phase 4, OSP perform several "Business Intelligence" actions to measure, enable and enrich executive & investor decision support. This is in both qualitative & quantitative form (data mining) as there should now be a critical-mass in place to produce a clear snapshot of the business and leadership performance:

- Postmortem: What has been accomplished in Phase 1-3 relative to expected deliverables, risks and general outcomes. Again, a form of Gap Analysis such as in phase1.
- Projections: Based on current & past performance metrics; projections in both the revenue capture and business offering growth AKA product / service development & expansion. Obviously, market & competitive trends impact this as well.
- Risk-Mitigation: A far-reaching analysis of both internal & external business risks; today & forward looking. As in the Projections Analysis above, the risk side of the market analysis is especially important for the next two phases.

Phase 5: Re-Iterate & Aggregate:

In Phase 5, we revisit any and all items which may have been postponed in Phase 2 & 3. First, we re-evaluate and update the deliverables to ensure they remain current to the changes in both the business & market. From there, they are prioritized in terms of risk, revenue capture and value du jour now and moving forward. This may be in the form of aggregate products / services, expansion of the current offerings or even market expansion opportunities / partnerships, etc... All budgets, timelines & potential impacts to the current operations are outlined and considered when the final plan is put forth for Executive & Investor review. Depending on the elapsed time from Phase 2, we may see significant changes here as much will have been learned by all vested parties.

Phase 6: Execution, Growth & Delivery:

In Phase 6 we focus on effectively executing the list of deliverables derived from Phase 5. Much like in Phase 2; priorities are set based on resources, timelines, and budget. Does this phase require capital investment or has the tech startup now realized the means to cover the budget investment themselves?

If not, then items may be postponed once again. In addition to ROI, forward looking opportunities and risks drive priorities such as marketing automation, extending data mining & aggregate service / product offerings. From this point forward we begin to run this as an established business rather than a start-up given that revenue capture should be realized, thus focus becomes growth-based opportunities & market dominance.

- The OSP Marketing Automated process & solutions, including mass-personalized SFA/CRM have re-defined go-2-market for over 2,500 Brands Globally. With customer retention out in front, many clients have realized revenue capture gains of over 400%. Let us save this conversation for another day, as we are here to focus on broken early stage start-ups and the significant value, we provide at that point in the business lifecycle.

•

Conclusions & Next Steps:

In closing whether VC, Institutional, Private or Angel Investor, there seems to always be an ugly one in the portfolio and what we choose to do next will make or break it for all involved; in particular if you are the lead on the last round. Having new and promising options such as what OSP offers here just makes an immense amount of sense for the investment community since the opportunity cost is so low and the upside benefits so high.

Email our executive team directly at succcess@onesourcepartners.com to begin a discussion on just how OSP can bring value to your investments while reducing the time you have invested in dealing with their respective issues.

As a final point, it is very much worth noting that OSP Solutions are not a cost, but rather an investment as we have always delivered an exponential ROI for our clients & partners. Failure is never an option, and we stand behind our commitments!