



Part II

Levers, Platforms, Programs, Patters, or a System ...

Which Enterprise Value Creation Method is Right for Your Portfolio Brands?

The ProAltIR™ Enterprise Value Creation System

Similar Features

Private Equity Levers:	Corporate Transaction Oriented
Venture Capital Platforms:	Brand Audience Building and Engagement
Corporate VC Programs:	Brand Validation and Development
Corporate Patterns:	Inorganic Enterprise Value Creation

ProAltIR™ Unique Features

Investor Relations:
Interactive Communication:
Deal Cycle Brand Development
Multichannel Communications:
Full Scope Corporate Development:
Integrated System:
Not Static:
Board of Directors Execution:
Self-listings:
Equity Capital Market Oriented:
Competing Liquidity Options:
Analytics:
Equity Participation

Benefits

Value Chain, Private and Equity Capital Market Audiences
Deal Cycle Brand Development
Pipeline of Proprietary Deal Flow
Investor Expectations and Valuation Multiple Expansion
Creates and Validates Market Valuations
Adjust Components to Match Changing Priorities
Sequential Activation of System Components
No C-level Resource Conflicts and Handshake Deal Speed
Acquisition Ticker Symbol Intangible Assets
Market Cap Valuation Collateral for Intangible Assets
Maximizes ROI
Reports, Transparency, and Talent Development
Cost Efficient



ProAltIR™ Value Creation Model

and

Valuation Multiple Formula

(Rate the strength of each component on a 10-point scale, total / 10)

- _____ **Expansion Capital**
Supply Equity and Debt Capital through Liquidity Event
- _____ **Inorganic Revenues**
Distribution Alliances
- _____ **Expanding Gross Margins**
Product / Service Partnerships
- _____ **Risk Mitigation**
Improved Competitiveness, Capital Structure, and Valuation
- _____ **Increasing Returns on Capital Investments**
Full Scope Corporate Development Campaigns: Alliances, Partnerships, M&A
- _____ **Acquisition of Ticker Symbol Intangible Asset via IPO or Reverse Takeover**
Grow enterprise value, investor expectations, and market capitalization collateral
- _____ **Investor Growth Expectations and Valuation Multiple Expansion**
Interactive Multichannel Marketing, Investor Expectation Messaging™, and Deal Cycle Brand Development™ in Private Capital Markets, Industry Value Chains, and Equity Capital Markets
- _____ **Competing Liquidity Options to Maximize ROI**
Private Equity Buyout, Industry Value Chain M&A, and Equity Capital Market Listing
- _____ **Leadership and Corporate Governance**
Expertise, Credibility, Stakeholder Management, and Conflict Resolution
- _____ **Campaign Strategy, Metrics, Analytics, and Adjustments**
Economic and Risk Analysis, Industry Value Chain Management™, Target Selection, Brand Positioning Strategies, Integrated Data Sources Monitored in Real Time, Campaign Management and Reporting

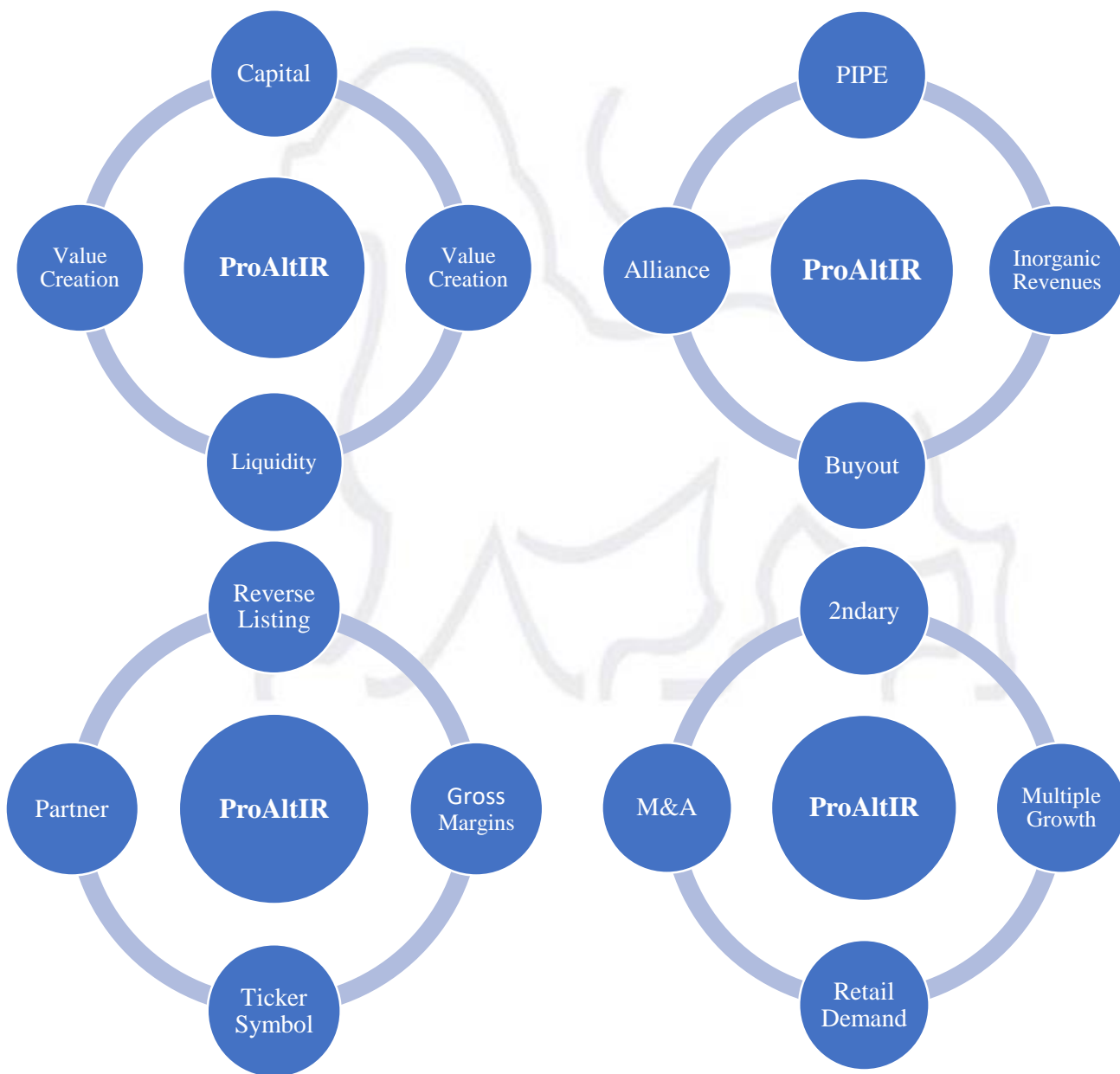
The relative strength of each component provides significant insights into C-level capabilities and their progress in value creation for GPs and LPs.

Likewise, progress on strategies to increase the relative strength of each component can provide an endless supply of content for press releases to drive investor expectations and expand valuation multiples within the equity capital market.

ProAltIR™ systems implemented in the private capital markets can be accelerated with equity capital market ticker symbol intangible assets and financings. Thus, IPOs don't have to be exits, or require billion-dollar valuations.

ProAltIR™ Examples

From a bird's-eye view, the ProAltIR™ system runs full scope (strategic distribution alliances, product/service partnerships, M&A...) corporate development campaigns atop investor relations platforms throughout private capital markets, industry value chains, and equity capital markets, targeting strategic and financial investors through interactive multichannel communications.

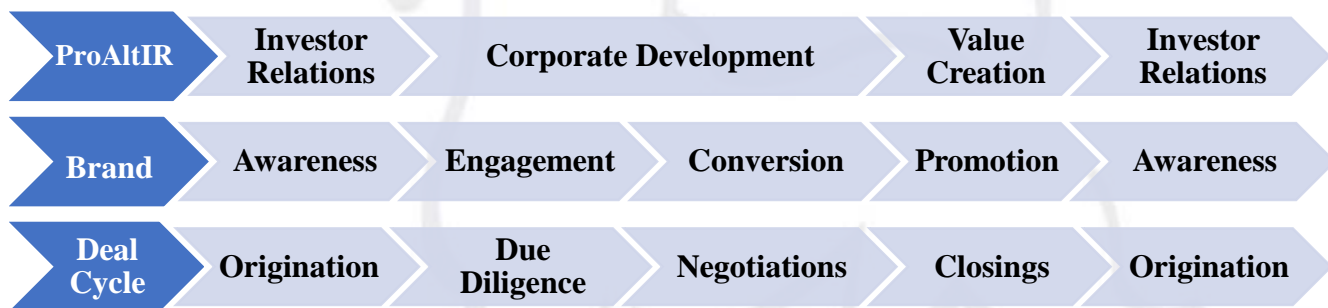


From the second example above, a strategic distribution alliance with an established industry brand will generate expectations of revenue growth to justify a private placement, as well as a subsequent buyout offers should expectation and milestone projections be met, especially if other targets are converted into stakeholders that deliver additional enterprise value or corporate resources.

Likewise, a partnership that validates and enhances brand value through inorganic growth and expanding gross margins could conceivably generate expectations that would justify a public company’s board of directors to consider a change in control of their listing through a share exchange agreement.

Additionally, an acquisition can create enterprise value and deliver corporate resources that grow investor expectations and a valuation multiple to justify a public offering that expands a shareholder base.

Deal Cycle Brand Development



... is a continuous loop of sequential activations of ProAltIR™ system components and deal cycle brand development activities that create enterprise value to grow investor expectations and expand valuation multiples, through a continuous loop of sequential activations of ...

Scalability

The ProAltIR™ system is scalable through the brand awareness phase.

Since investor relations platforms are run throughout private capital markets, industry value chains, and the equity capital market, and feature interactive multichannel communication (Internet, social media, and email marketing), the potential for origination of value creation is almost unlimited.