

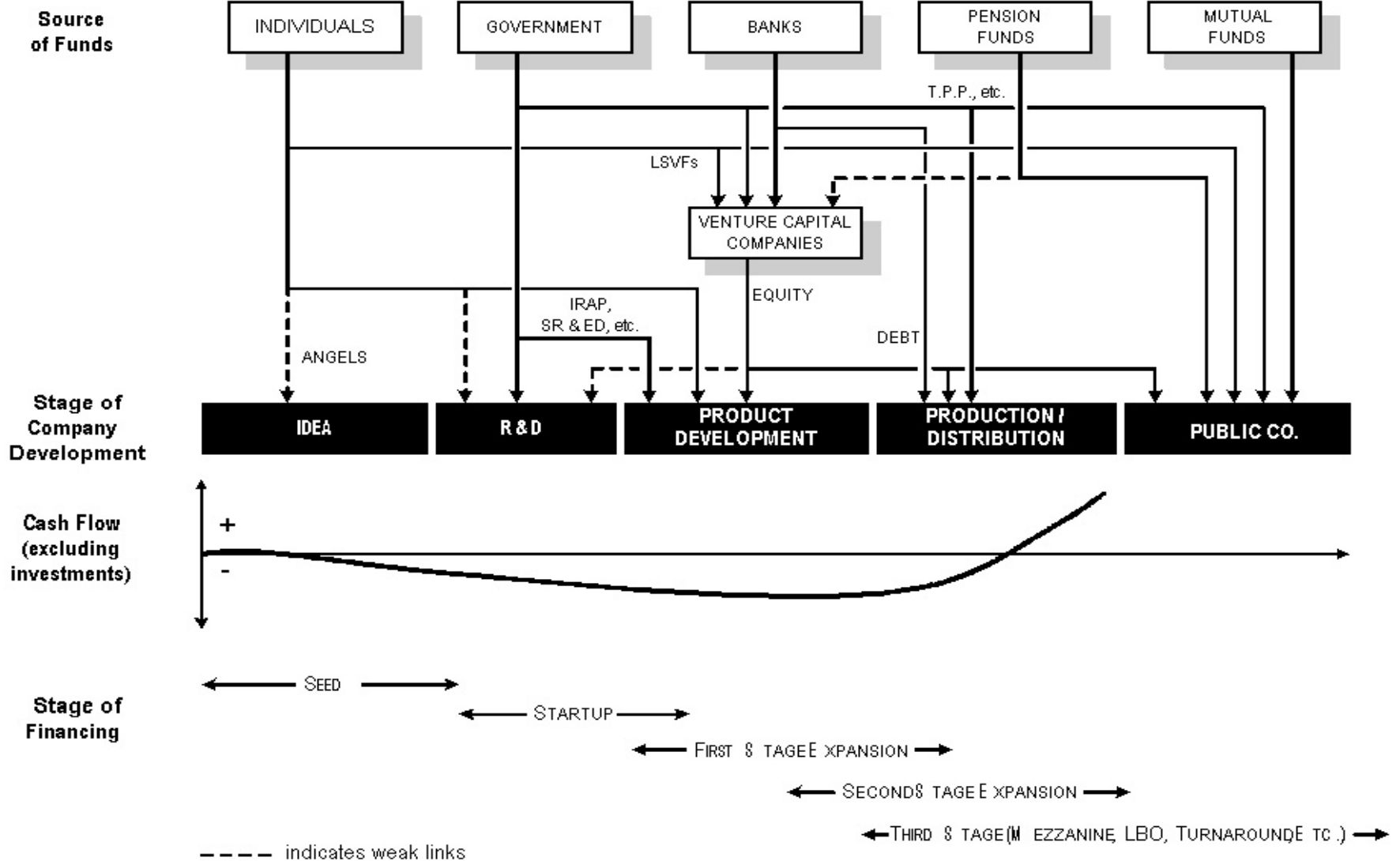
Financing Technology

A Presentation by
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For the
Canadian Venture Group Inc.



Canadian Financing Spectrum



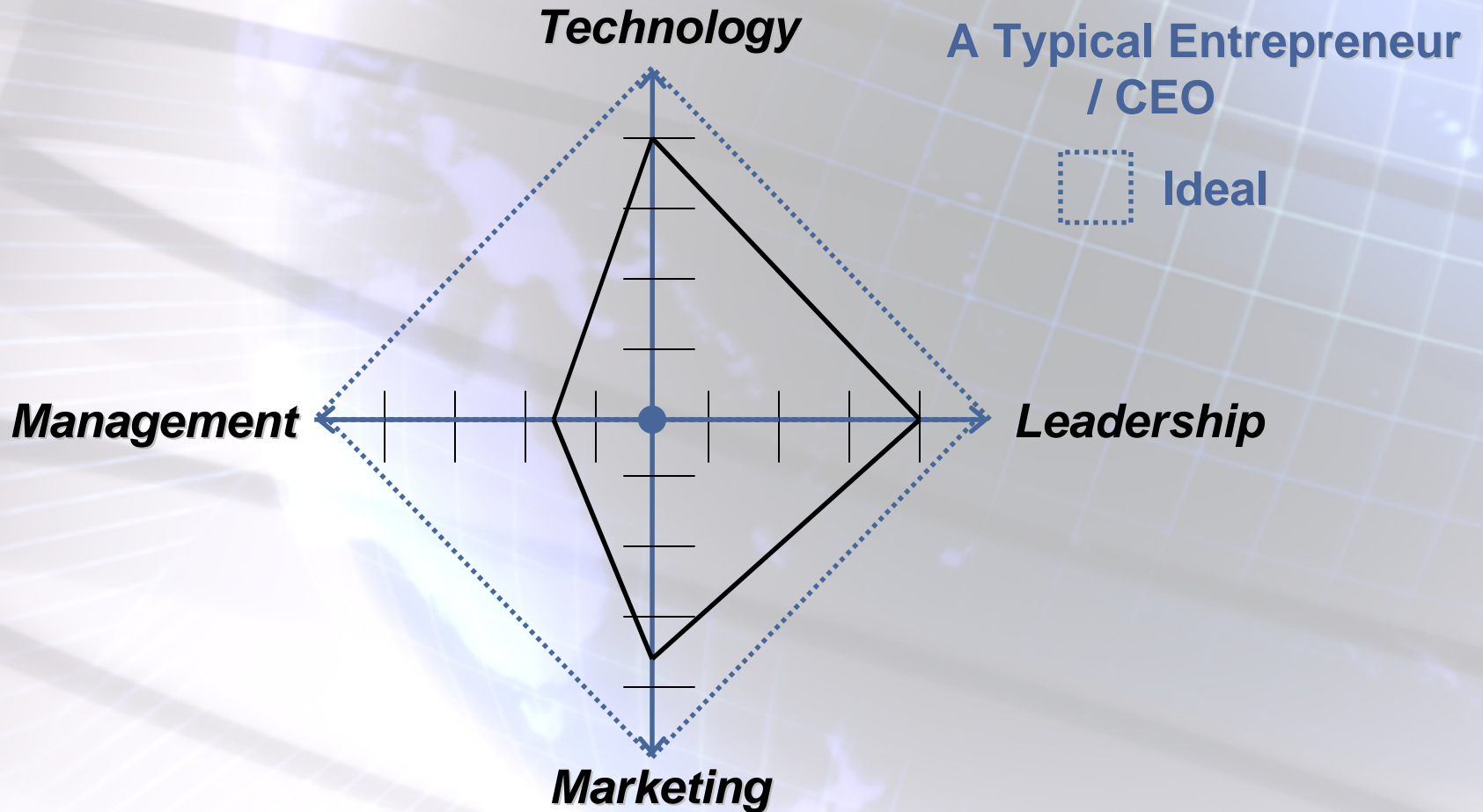
Five Main Considerations

- Management
- Technology
- Products / Services
- Markets
- Valuation & Deal Structure

Management

- The CEO is the key person
- It's more than management, management, management
- It's leadership – getting things done by example
- It's management – getting things done by processes and procedures
- It's technology know-how
- It's market know-how

Management (Continued)



Management (Continued)

- Family domination a problem
- Mentorship acceptance
- Team building skills important
- Good communications
- Sound measurement systems

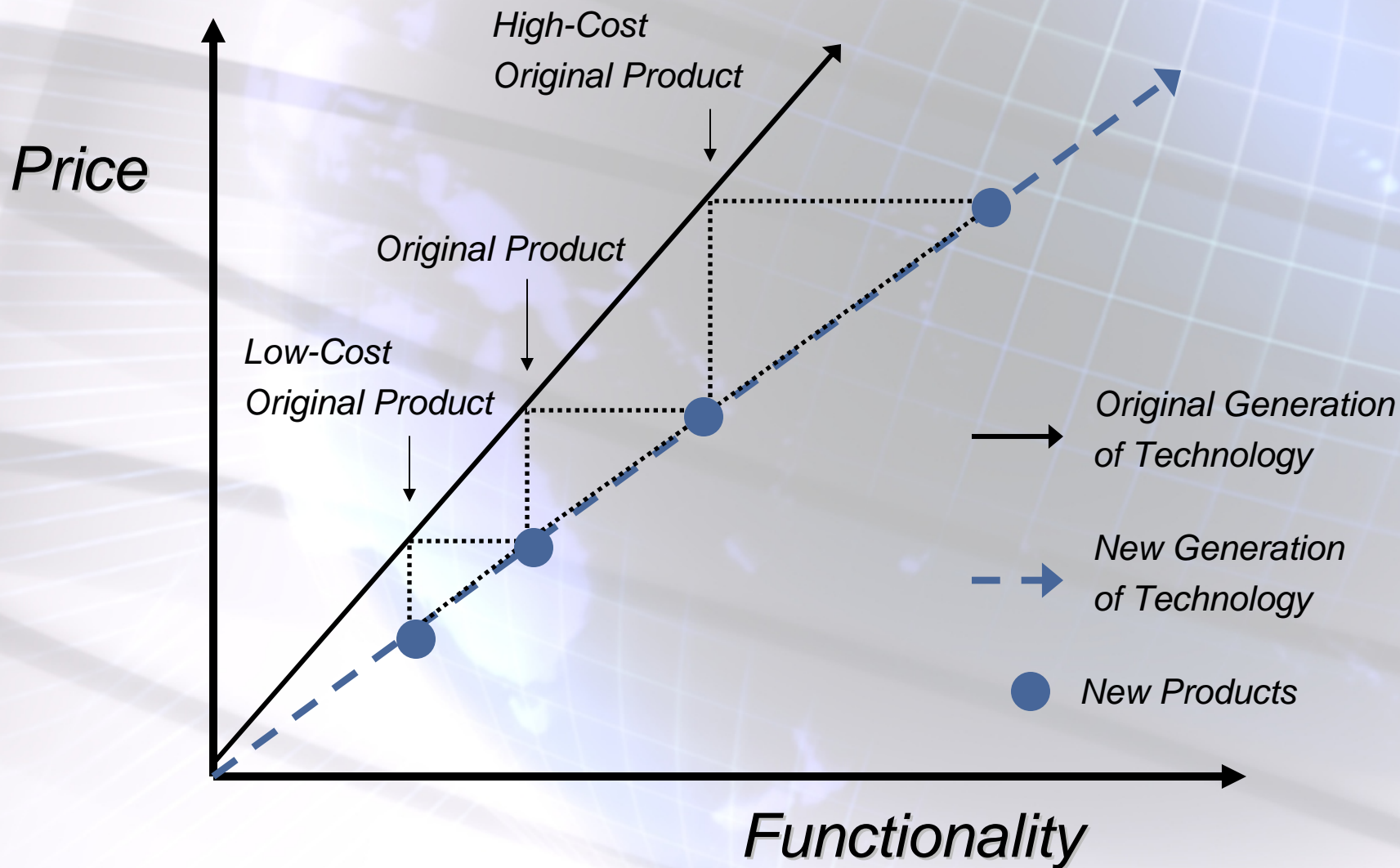
Technology

- Must be validated
- Must be understandable
- Rapid change can be a problem
- Must not infringe existing patents
- Next generations must be identifiable

Products / Services

- Must have migration paths
- High customer ROI
- Must be understandable & easy to use
- Must have both price and functionality advantages

Product Migration Strategies



Market

- Must be broad
- Segments must be understandable
- Sales cycle must be reasonable
- Decision makers and gate keepers must be identifiable
- Low penetration preferred

Valuation & Deal Structure

- Valuation must be reasonable
- Exit strategy must be understandable
- Ownership should not be too concentrated
- Capital needs must be predictable
- Stakeholders interests must be aligned

Financing Technology – Canadian Venture Group

Q & A

