

At MarketLauncher, Inc. we help mid-size, service companies implement strategies to accelerate growth.

What is your growth strategy?

- * Find and get in front of more qualified prospects?
- * Evaluate new geographic areas?
- * Evaluate new target industries?
- * Identify favorable acquisition targets?
- * Increase your share of business among your existing client base?

Whatever the strategy, it requires some execution. We take action and deliver results that just may have you redefining your company's true potential.

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The Situation: case 1

A mid-size, civil engineering firm had already identified a target acquisition and asked MarketLauncher to provide critical data to aid in the due diligence process. Specifically, our client needed to know:

- How solid was the other firm's book of business in the market?
- Once their status changed and they would no longer be a "minority owned" firm, would that impact the amount of work they would receive from existing clients?
- In general how was the firm perceived in

The Solution

In the case described above, the M&A process was critical to the client's overall growth strategy.

Internal resources were devoted to the execution of the firm's M&A strategy but when outside expertise or considerable

The Results

To capture the necessary information, MarketLauncher acquired a list of the target firm's local client base. With the firm's permission, we conducted customer-service oriented quality assessment interviews with key decision makers. The questions were designed to capture specific data which could then be analyzed to draw conclusions in the areas where our client needed confirmation.

We were able to conduct interviews with 74% of the contacts, which allowed us to create a comprehensive overview of the

MarketLauncher approaches M&A from a different perspective – we take the information you've gathered through your own due diligence process and test it against actual market perception.

the local market – was our client buying into a long-standing successful business, or was the firm about to go through a down turn?

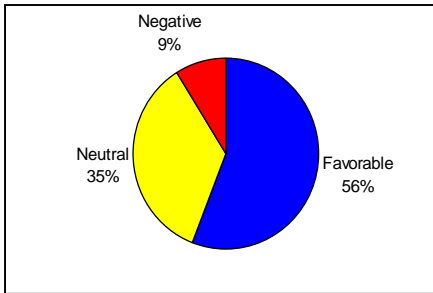
- Which key employees were most identified with the firm in the market and which ones appeared to have the strongest relationships with the firm's clients?

human resources were needed, they turned to MarketLauncher. In this case, the client felt our specific expertise at using a market research approach for the purpose of quality assessment was critical in getting the information needed.

target firm's perception in the market and likelihood of maintaining current business.

We were also able to forecast potential future revenue represented by the firm's current book of business based on speculation of future work described by contacts interviewed during our survey.

And finally, we identified key employees of the target firm with whom clients in the market seemed to have the strongest ties.



Due Diligence

We were able to take very detailed data captured from the market and generate basic summations that applied to the client's areas of concern. The above chart shows a break down of the categorical responses which revealed the general market perception of the firm they had targeted for acquisition.

The Outcome

The civil engineering firm ultimately opted not to carry through the acquisition based on issues unrelated to our research. But they continue to use MarketLauncher on an ongoing basis to assess markets for potential geographic expansion. They have

expressed that the analytical report we provided was critical to their due diligence process and all future proposed acquisition initiatives will include a similar study to be conducted by MarketLauncher.

The Situation: case 2

In another case, a client was in the process of an aggressive M&A strategy designed to dramatically increase company size over the next five years. Through their own internal resources, they were able to adequately identify their prospective targets. However, when a strategic decision was made that the next potential merger should be designed to bring a key capability into the organization, they turned to MarketLauncher.

Specifically they needed to know:

- Which companies in a targeted geographic area matched their needs in the specific area of capability?
- Which companies also matched other key criteria that made them an attractive target overall?
- Who were the key players who should be solicited initially to begin M&A discussions?

The Results

This client, a mid-size CPA and consulting firm, had been successfully implementing an M&A strategy. But when they made a decision to target their next merger based on acquiring a highly specialized area of capability, they realized they needed some help identifying the most viable targets.

MarketLauncher used a two-phase approach to identify all possible contacts that matched the specialized area of expertise the client hoped to acquire. In addition to building a list of potential target acquisitions, this phase of the research also gave the client a snapshot of the competitive landscape they were about to enter.

In the second phase, the initial list was narrowed down to those which met other critical criteria. Those contacts were then

researched more thoroughly and a final report was delivered which provided details of each firm's practice including size, scope and services. And finally, a list of key players which would be the most appropriate initial point of contact regarding possible merger or acquisition.

In addition to building a list of potential target acquisitions, MarketLauncher's approach also gave the client a snapshot of the competitive landscape they were about to enter.