



# SYNOGY

*Synergistic Solutions for Accelerating Business Success*

## *The Gyroscope for Business*

Providing a stable  
framework of business  
support to accelerate  
the rate at which  
business ideas  
spin into  
successful  
reality

# 90%

## SUCCESS:

- Business Incubators
- Franchises
- Venture Capitalists

## FAILURE:

# 75%

### of businesses fail in the first five years

*U.S. Dept. of Commerce*

There are, however, at least three arenas of business development that have consistently demonstrated dramatically higher success rates.



### 95% of franchises succeed

*U.S. Dept of Commerce*

### 87% of companies in business incubators graduate successfully within three years

*Impact of Incubator Investments Study, 1997*

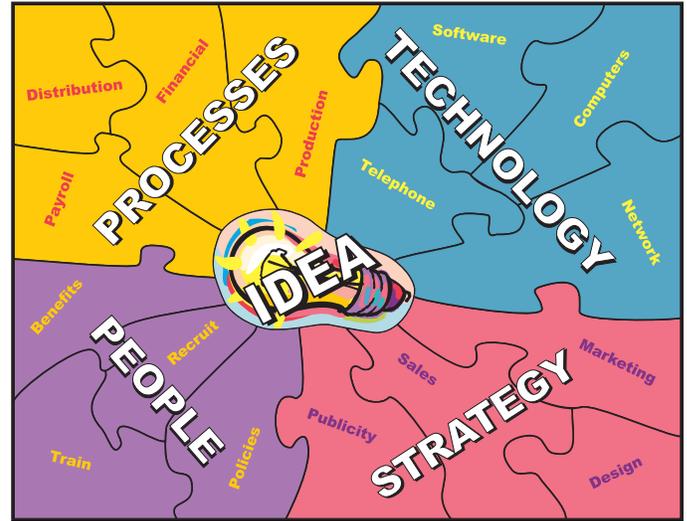
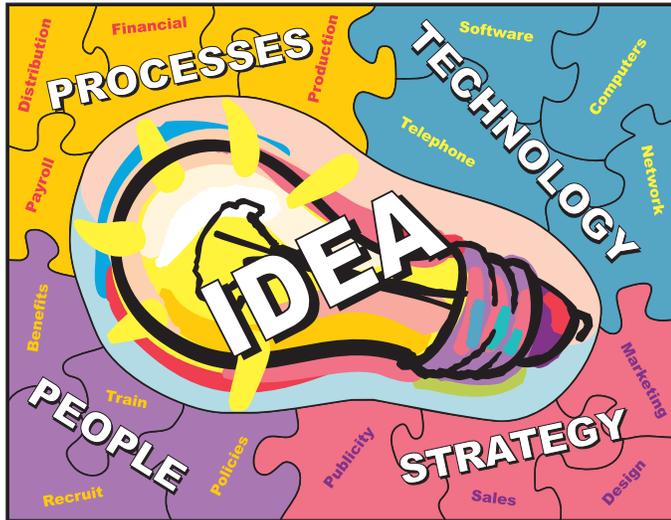
**Committed third party assistance and effective business systems are key to long-term success.**

Achieving long-term success is a difficult road for emerging businesses. Statistics have reminded us for decades that only about 25% of new businesses survive their first five years in business. Numerous causes are commonly identified, including:

- Poor planning
- Insufficient resources
- Inadequate management
- Ineffective business processes
- Marketing failure
- Inability to respond to change

Every new business leader expects that his focus in the new business will be on his IDEA, his Core Competency

# VISION

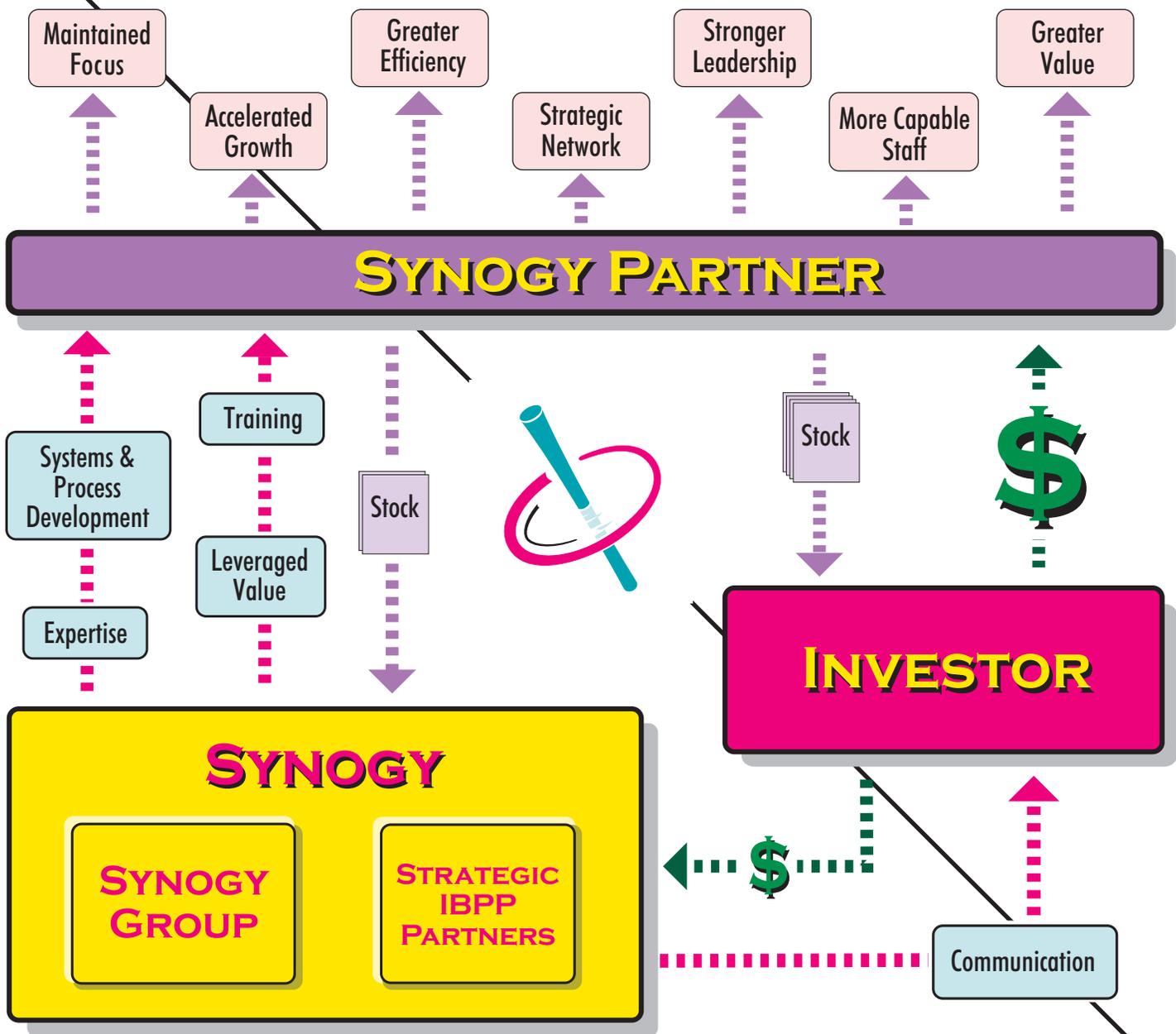


# REALITY

Reality is that ancillary issues in a company steal leadership attention and the IDEA, or Core Competency, does not receive effective focus.

Success suffers!

# CONCEPTUAL PLAN



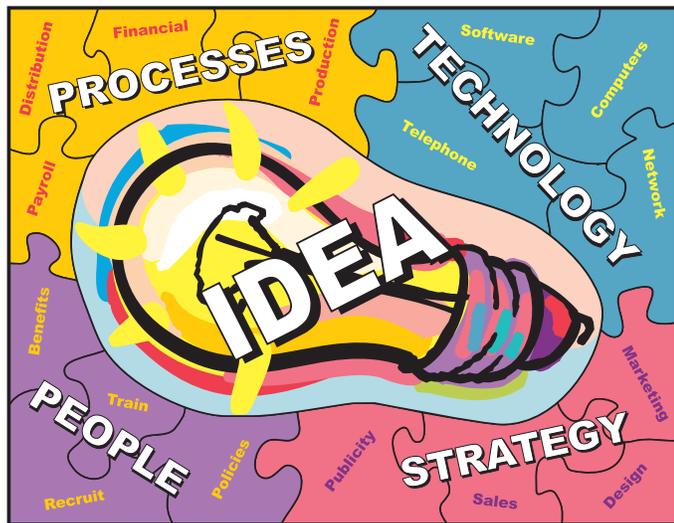
# MISSION & SERVICES

Accelerate business growth by providing client companies with expertise and strategic integrated support systems which enable profitable focus on core competencies.

Synogy's provision of integrated support systems enables business leaders to return their focus to the Core Competencies

Success is enhanced!

## WITH SYNOGY



- ◆ *Business Health Assessment* - Due Diligence services and assessment of company processes and systems.
- ◆ *Synogy Group* - strategic network of proven business leadership and technical expertise



- ◆ *Development of Systems & Processes* - analysis, development, and documentation of effective business processes

- ◆ *Professional Development* - training and mentoring to enhance leadership & staff skills

- ◆ *Leveraged Strategic Alliances* - high-value services and products at group rates

# STRATEGIC BENEFITS

## Development of Systems & Processes

### Synogy Group

Every company achieving success has a network of key people who believe in the company and open doors to other strategic relationships ... which lead to other strategic relationships ... until success is assured. Synogy provides a network of proven leadership, technical experts, and high-profile contacts ("Synogists"). Synogy can assist in developing a strategic Board of Directors and Advisory Board.

Determining how to create effective business processes in all areas of business provides a challenge to any business leader. No one has experience and understanding in all areas of business and often the process of identifying and implementing best practice processes is an incredible distraction from focusing on the core competencies of the company. Designing and implementing a best practice process involves research into multiple options and providers. Just the process of learning enough about the arena of focus to make wise decisions can require significant time and expenses for a business leader.



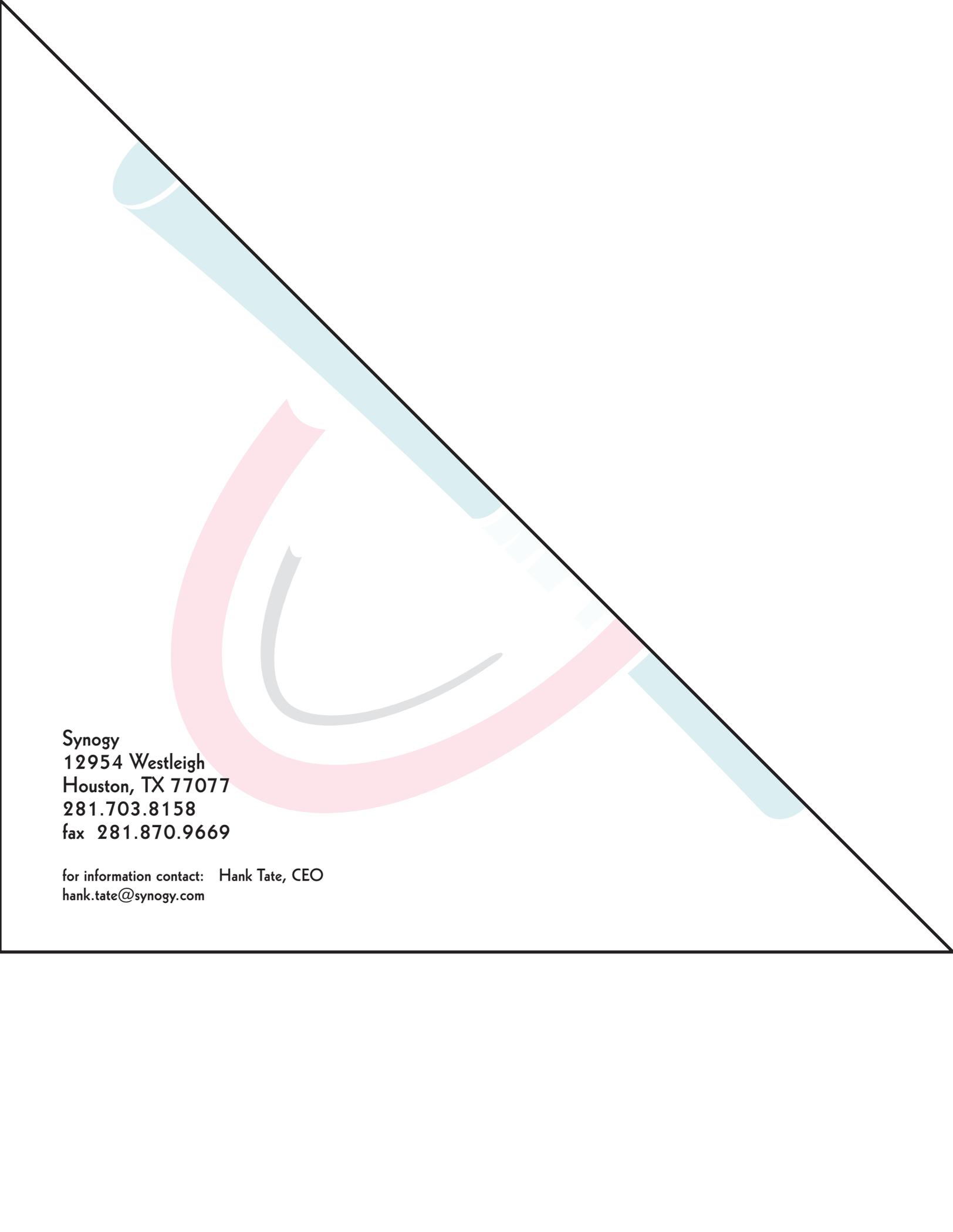
Synogy focuses on developing effective business processes which can be readily implemented with minimal distraction for company leadership. Synogy's expertise and support provides significant value and time savings enabling Synogy Partner leadership to maintain its focus on developing the core competency of the company.

## Leadership & Staff Development

Synogy's goal is to build companies by building people. In addition to the mentoring provided by Synogists, Synogy provides a variety of professional development courses and support programs to expand and enhance the skills and knowledge of company leadership and staff.

## Leveraged Strategic Alliances

As an aggregator of services, Synogy provides strategic business relationships that provide expanded benefits at prices that would be unavailable to the Synogy Partners directly. Synogy's group purchasing system provides products and services at reduced prices.



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