

New Company

Pre-Launch Organizational Plan

January 2013

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Executive Summary

In order, to maximize unit holder value and expedite the sourcing process, New Company is implementing a pre-launch plan concomitant to closing its Search Capital.

Pre-Launch Organization Plan Summary – Current Status

- **New Company anticipates commencing its Search Capital fundraising efforts upon a formal closing on January 18th, 2013**
 - Partner 1 (John Doe) and Partner 2 (John Smith and Jane Doe) have signed off on documentation (operating agreement and subscription agreement)
 - Documents sent out to all investors on January 4, 2013 at 9:00am EST
 - Wiring instructions to follow in the next week
 - Final comments due on January 10, 2013 and resolved by January 14, 2013
 - All fund raising expected to be complete by **January 18, 2013**

- **Prior to formally launching, New Company expects to implement a robust pre-launch plan, which includes focusing on the following areas:**
 - Marketing materials (website design and company overview materials)
 - Sourcing materials (pitch letters and screening rubrics)
 - Industry focus selection (begin extensive research on multiple sub-sectors, map out competitive environments, and pick initial sub-vertical focus)
 - CRM system implementation (choosing vendors and customizing the CRM fields and layouts)
 - Back-office systems selection and implementation (payroll system selection and accounting systems)
 - Office selection (find and execute lease for office space in anyplace USA)
 - Acquire necessary office equipment for post-launch

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New Company Search Equity Closing Timeline

October 2012						
S	M	T	W	T	F	S
/	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	/	/	/

November 2012						
S	M	T	W	T	F	S
/	/	/	/	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

December 2012						
S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	/	/	/	/	/

January 2013						
S	M	T	W	T	F	S
/	/	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	/	/

■ US Holiday ■ Fund Closing Date

Objective / Task	Responsibility	October 2012					November 2012				December 2012				January 2013					
		1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	
Organizational Phase	Contact traditional search fund investor & search funds	AFinalize																		
	Private Placement Memo (“PPM”)	AB																		
	Determine list of potential unit holders	AB																		
	Draft charter docs and partnership agreement	AB																		
Fund Raising: Marketing Phase	Make initial contact with potential investors	AB																		
	Schedule calls with investors	AB																		
	Schedule in-person meetings with investors	AB																		
	Begin soliciting indications of interest	AB																		
	Circulate operating agreement to key investors	AB																		
	Circulate subscription agreement to key investors	AB																		
	Circulate term letter to key investors	AB																		
Send initial closing timeline letter to investors	AB																			
Fund Raising: Closing Phase	Create Delaware LLC and find corporate bank account	AB																		
	Send all closing documents and instructions to investors	AB																		
	Find office space	AB																		
	Choose initial industry verticals of focus	AB																		
	Finalize marketing/sourcing templates and website	AB																		
Close & Launch	AB																			

Close Date
01/18/2013

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Pre-Launch Organizational Plan – Marketing, Sourcing and Industry Focus

New Company is undertaking the following steps to accelerate its sourcing and marketing

Marketing Materials and Sourcing Templates Checklist			
Activity	Responsibility	Due Date	Completed
Create New Company Logo	AB	1/4/2013	✓
New Company One Pager	AB	1/4/2013	✓
Extended New Company Overview	AB	1/4/2013	✓
New Company Pitch	AB	1/4/2013	✓
New Company Investment Philosophy	AB	1/4/2013	✓
Deal Underwriting Template - Company Checklist	AB	1/4/2013	✓
Sourcing Strategy (Clearly Defined and Underway)	AB	1/4/2013	✓
Find Templates for LOI's, Investor Updates, and Investor Presentations	AB	1/4/2013	✓
Industry Opportunity Analysis	AB	1/11/2013	✓
Build and Design New Company Website	AB	1/18/2013	✓

Industry Focus and Screening Checklist			
Activity	Responsibility	Due Date	Completed
Continue to Speak with Other Searchers	AB	On-going	✓
In-Depth Review of Multiple Vertical and Sub-Verticals	AB	On-going	✓
Pick Three Sub-Verticals for Initial Focus	AB	1/11/2013	✓
Discuss and Vet Initial Focus Industries with Selected Investors	AB	1/14/2013	✓
Obtain Letters from One Investor to Prove Liquidity	AB	1/18/2013	✓
Contact Friends in PE Funds and Intermediaries from Own Network	AB	1/18/2013	✓
Recruit Unpaid Interns for February Start	AB	1/25/2013	✓

Pre-Launch Organizational Plan – Legal, Finance & Administrative, and IT

New Company is undertaking the following steps to accelerate its closing and launch

Legal Checklist			
Activity	Responsibility	Due Date	Completed
Draft Operating Agreement	AB	12/18/2012	✓
Draft Subscription Agreement	AB	12/18/2012	✓
Draft Letter to Investors with Initial Indicative Acquisition Financing Terms	AB	12/18/2012	✓
Receive Sign-off on Formation Documents from Partner 1 and Partner2	AB	1/4/2013	✓
Form Delaware LLC	AB	1/4/2013	✓
Acquire EIN	AB	1/4/2013	✓
Distribute Formation Documents and Investor Letter to all Investors	AB	1/4/2013	✓
Receive all Investor Comments of Formation Documents	AB	1/10/2013	✓
Resolve any Investor Comments on Formation Documents	AB	1/14/2013	✓
Execute Agreements and Receive Wired Funds by Close	AB	1/18/2013	✓
Finance & Administrative Checklist			
Activity	Responsibility	Due Date	Completed
Open Corporate Bank Account	AB	1/4/2013	✓
Find / Negotiate Relationship with Accounting Firm	AB	1/18/2013	✓
Purchase and Integrate QuickBooks or Peachtree Accounting Software	AB	1/18/2013	✓
Purchase and Integrate Paychecks Account	AB	1/18/2013	✓
Find Office and Negotiate Lease Agreement	AB	1/18/2013	✓
IT Checklist			
Activity	Responsibility	Due Date	Completed
Choose Vendor (Salesforce.com , Navatar, Act)	AB	1/2/2013	✓
Choose Platform from Vendor Offering	AB	1/2/2013	✓
Add and Enable Mobile Application	AB	1/2/2013	✓
Choose Cloud/File-hosting Provider (Box, Dropbox, etc)	AB	1/2/2013	✓
Customize CRM Fields and Page Layouts	AB	1/7/2013	✓
Purchase Necessary Equipment (Computers, Screens, Printers, Phones, etc)	AB	1/14/2013	✓