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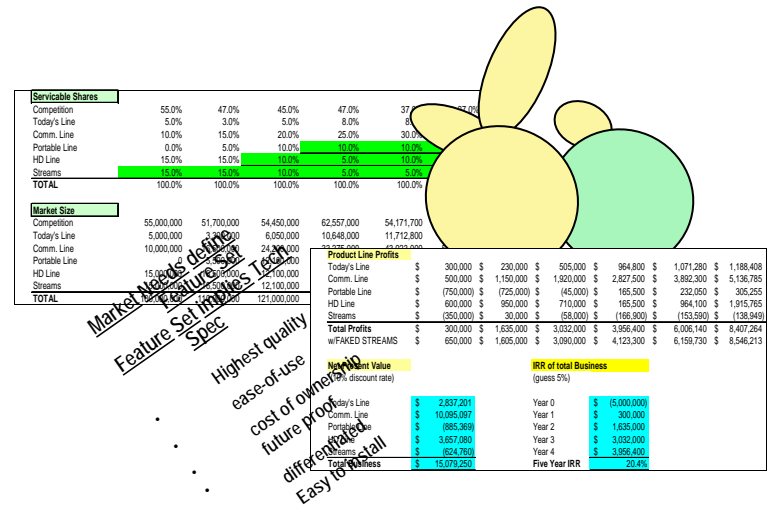
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*Ardent Aim Group, LLC*  
*Abbreviated Overview 2007*

# We provide business, strategy, and product services

Value you can measure (\$):

- Business Development
  - strategies and tactics
  - marketing
  - sales
- Business Operations
  - Project Planning
  - Program Management
- Technical and Business Leadership
  - Contracted Team Lead
  - Consultative leadership coaching
- Negotiation Services
- Intellectual Property Consulting
- Business Planning



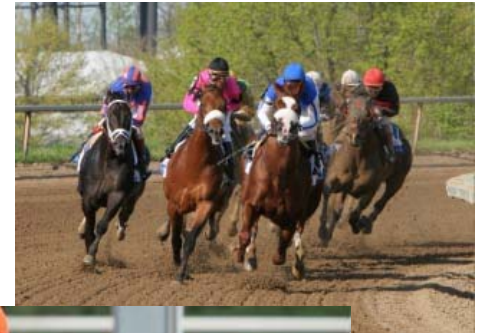
# *Ardent Aim Group is a provider of business, strategy, and product innovation consulting.*

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We help you:

- *sell technically complex products and ideas,*
- *identify and develop new markets,*
- *develop new applications,*
- *improve current products, and/or*
- *create new products.*



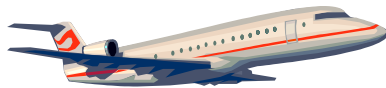
Our focus is the creation of quantifiable shareholder value.

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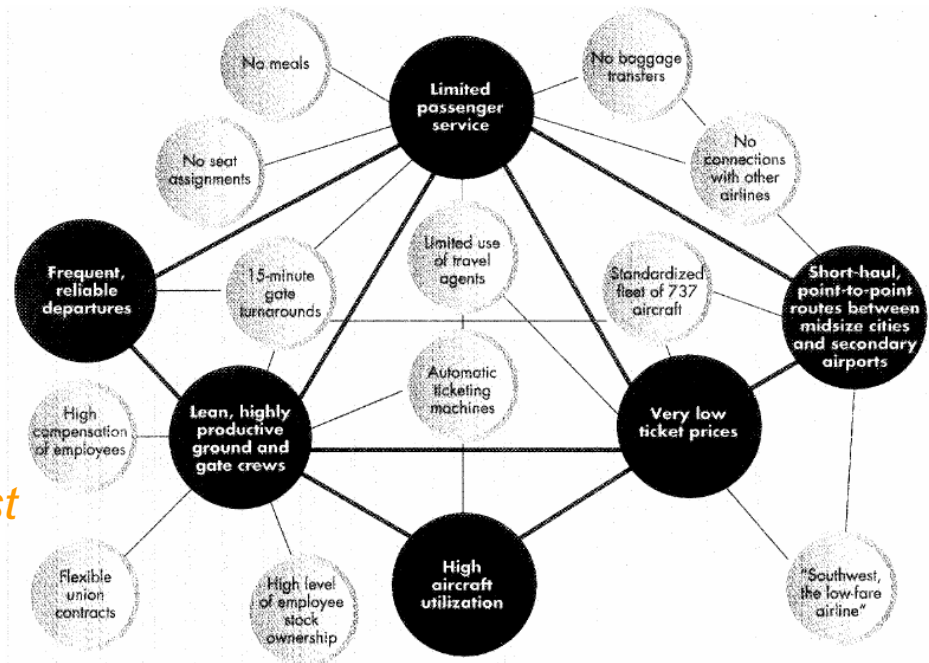
# Ardent Aim Group's tools and techniques: Strategy Consulting

...It is harder for a rival to match an array of interlocked activities...

- ★ Strategy is creating fit among the activities with the conditions in the marketplace.



Low cost airline: Southwest



- ★ Competitive advantage grows out of an *entire system* of activities

## We energize and innovate:

*"I witnessed Bill transform Sarnoff's reputation for video systems excellence into a vibrant System-on-Chip, Intellectual Property business. Under Bill's leadership Sarnoff made millions licensing multimedia integrated circuit cores to multiple fortune 500 companies."*

*-Tom Griffin*

*Vice President Corporate and Business Development*

*Virage Logic Corporation*



- ✓ We become hands-on members of the team.
- ✓ We add proven effective, non-disruptive, collaborative leadership to the team.

# Ardent Aim Group's tools and techniques: Quantifying Value

...sanitized example AAG delivered Crystal Ball model...

We deliver

- ✓ value you can measure
- ✓ tools you can use today

We deliver

- ✓ techniques you can use forever
- ✓ a foundation you can build on

Servicable Shares						
Competition	55.0%	47.0%	45.0%	47.0%	37.0%	27.0%
Today's Line	5.0%	3.0%	5.0%	8.0%	8.0%	8.0%
Comm. Line	10.0%	15.0%	20.0%	25.0%	30.0%	35.0%
Portable Line	0.0%	5.0%	10.0%	10.0%	10.0%	10.0%
HD Line	15.0%	15.0%	10.0%	5.0%	10.0%	15.0%
Streams	15.0%	15.0%	10.0%	5.0%	5.0%	5.0%
<b>TOTAL</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Market Size		Product Line Profits												
Competition		Today's Line	\$	300,000	\$	230,000	\$	505,000	\$	964,800	\$	1,071,280	\$	1,188,408
Today's Line		Comm. Line	\$	500,000	\$	1,150,000	\$	1,920,000	\$	2,827,500	\$	3,892,300	\$	5,136,785
Comm. Line		Portable Line	\$	(750,000)	\$	(725,000)	\$	(45,000)	\$	165,500	\$	232,050	\$	305,255
Portable Line		HD Line	\$	600,000	\$	950,000	\$	710,000	\$	165,500	\$	964,100	\$	1,915,765
HD Line		Streams	\$	(350,000)	\$	30,000	\$	(58,000)	\$	(166,900)	\$	(153,590)	\$	(138,949)
Streams		<b>Total Profits</b>	\$	300,000	\$	1,635,000	\$	3,032,000	\$	3,956,400	\$	6,006,140	\$	8,407,264
<b>TOTAL</b>		w/FAKED STREAMS	\$	650,000	\$	1,605,000	\$	3,090,000	\$	4,123,300	\$	6,159,730	\$	8,546,213

Net Present Value		IRR of total Business	
(10% discount rate)		(guess 5%)	
Today's Line	\$ 2,837,201	Year 0	\$ (5,000,000)
Comm. Line	\$ 10,095,097	Year 1	\$ 300,000
Portable Line	\$ (885,369)	Year 2	\$ 1,635,000
HD Line	\$ 3,657,080	Year 3	\$ 3,032,000
Streams	\$ (624,760)	Year 4	\$ 3,956,400
<b>Total Business</b>	\$ 15,079,250	<b>Five Year IRR</b>	20.4%



Proprietary

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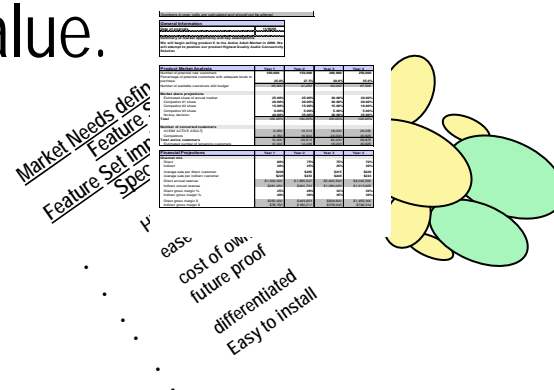
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✓ We

- ✓ *sell technically complex products and ideas,*
- ✓ *identify and develop new markets,*
- ✓ *develop new applications,*
- ✓ *improve current products, and/or*
- ✓ *create new products.*



We deliver quantifiable shareholder value.



# *We provide business, strategy, and product services*

*...visit <http://www.ardentaim.com> for more information...*

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Services include:

- Business Development
  - strategies and tactics
  - marketing
  - sales
- Business Operations
  - Project Planning
  - Program Management
- Technical and Business Leadership
  - Contracted Team Lead
  - Consultative leadership coaching
- Negotiation Services
- Intellectual Property Consulting
- Business Planning

*"The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it."*

» *Michelangelo*



- *We believe clients should never settle!*
- *Detailed Overview Available.*
- *Direct written questions or comments to [wmayweather@ardentaim.com](mailto:wmayweather@ardentaim.com).*