



www.ephorgroup.com

Ephor Group – Solving the Value Equation.

Ephor Group's mission is to enable emerging enterprises to achieve their market potential resulting in wealth creation for all stakeholders.



Our approach is proven, pragmatic, and performance oriented. Our methodology, the **Perform Business Process**TM identifies and fills in the gaps where capability, expertise, and a lack of resources (including capital) are constraining the business from realizing its potential.

At Ephor Group we believe that all stakeholders should have parallel and complimentary interests. We treat entrepreneurs, intermediaries, our investment partners, and our associates with respect coupled with a spirit of learning. We have a passion for sharing our knowledge and experiences and invite you to use this website as a knowledge library.

Founded by Garry E. Meier in 2002, Ephor Group has a history of successfully transforming small businesses into wealth creating enterprises.

<http://www.ephorgroup.com/philosophy.asp>

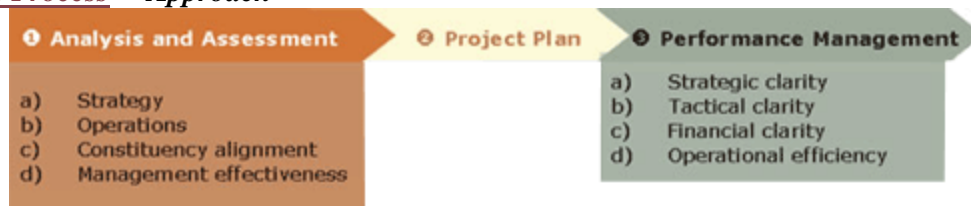
Ephor Group's Approach *Setting the Stage for Sustained Success.*

Developing a clear strategic vision and a perform-based culture within the constraints of available capital resources makes owning and managing a business a real challenge.

Ephor Group's philosophy is cross-functional and creates mutually dependant actions that are required internally. Our people have revenue-generating, profit-making, corporate and business development, and operational experience as owners and investors with proven track records in strategy, marketing, sales, partnering, operations, IT, finance, financial engineering, and management.

We apply a consistent, time proven methodology, our **Perform Business Process**TM to all of our engagements. This method moves beyond the symptoms to diagnose the underlying fundamental flaws challenging the business. We identify the issues, design and implement the solutions, often taking an active role in interim management or board level oversight as the company moves through its performance improvement program and/or growth initiatives.

Perform Business ProcessTM Approach





Ephor Group's compensation is aligned with the objectives of our clients and is based on performance not time. We hold ourselves and our clients accountable for performance improvement. Our compensation therefore is made up of three components:

1. Fee for expertise
2. Incentive component for near-term improvements and results
3. Equity participation as a result of our value creation methodology for long-term results
4. Returns on invested capital

Ephor Group is unique because:

- Our approach creates sustainable and consistent performance both in the near and long-term.
- Our philosophy is holistic, metrics driven, accountability based, and in alignment with the objectives of business owners, shareholders, and institutional investors.
- Our people are experienced, results-oriented former owners and operators of businesses with c-level experience, multi-functional, backgrounds, and extensive technology and service industry experience.
- Our process (Perform Business Process™) initiates with a pragmatic assessment of your business which includes a roadmap for improvement. Contact us for a no-obligation assessment of your situation.

We have thirty plus years experience as sage advisors and investors, what distinguishes us is our approach and compensation beliefs. We align ourselves with the best interests of the company and its stakeholders while solving the underlying strategic, tactical, and management challenges. - Garry E. Meier

<http://www.ephorgroup.com/practices.asp>

Ephor Group Practices

Solving the Value Equation for Perform Businesses.

Ephor Group increases the strategic, operational and financial performance of our client companies therefore maximizing their market opportunity: resulting in the most optimum equity and enterprise valuations for the stakeholders

Ephor Group Practice Areas:

Strategic Advisory Practice

Ephor Group increases valuations and business model effectiveness for organizations through our Perform Business Process™, a proven, pragmatic, measurement and metrics driven methodology. Strategic & "C" Level Advisory Practice overview:

- *Mission:* Provide Board Level, Executive level and Corporate Governance expertise to emerging businesses.
- *Services:* For emerging and high growth businesses we create effective "C" Leadership and Governance capabilities and serve as a trusted advisor for Institutional Investors and operational management.





Growth Practice

For emerging enterprises Ephor enables the client companies to become institutionally investable, and enhance wealth creation opportunities by:

- Determining if the client company is institutionally viable (formulate the actions and capabilities necessary to attract institutional investment);
- Determining the most appropriate capital structure: size the long-term capital needs, determine the most optimum source of capital, and determining the optimum use of funds; and
- Providing management, strategic, operational, financial, and growth clarity, via the "Perform Business Process™."

The mission of the Ephor Group Growth Practice is to transition small businesses into "branded" emerging platforms and industry leaders. We identify emerging small businesses through our thesis driven approach with significant market opportunity to create "branded" business models resulting in top-tier performance.

Operational Performance Improvement Practice

Businesses that are underperforming are always sequestered by more than one factor. Ephor's Perform Business Process™ combines a pragmatic analysis of the company coupled with a multi-faceted holistic performance improvement initiative. We then fill-in-the-gaps between the resources the company can bring to bear on the problem and the needed solution. Our mission is to "unlock" the sequestered potential of underperforming companies.

Organizational Effectiveness Aligned with Financial Results.

Increasing profits means improving the following business drivers:

- Identification of cost-savings (Redundant processes, order-to-cash, or outsourcing)
- Daily operating performance alignment and improvement to the strategic initiatives
- Operational scalability (Supply Chain Management, Lean Implementation, Six Sigma Implementation)
- Leveraging economic efficiencies

Read more about Ephor Group's Operational Performance Improvement Practice.

A thorough assessment is at the heart of our process. For additional best practice information please [contact Ephor Group](#) or visit our [resources](#).



<http://www.ephorgroup.com/leadership-team.asp>

Ephor Group has worked with over a hundred (100) B2B mid-market focused technology and service providers ranging from entrepreneurs seeking fast growth to emerging enterprises looking to create a platform or carve out a niche to create industry leading organizations that focus on the small and mid-market. All of Ephor's professionals are noted specialists with experience as operators, consultants, and investment banking or private equity background.

First let us introduce our founder, Garry Meier who founded the Ephor Group to apply the performance improvement methodologies and shareholder value enhancement processes he and his associates developed over his thirty plus year career to a diverse group of technology and service companies.



Mr. Meier is highly recognized as an industry thought leader in the business and technology services arena as well as outsourcing sectors. He is a noted speaker on strategic effectiveness, value creation, industry trends, capital appreciation, performance improvement, outsourcing and customer satisfaction. Additionally, he is an advisor to private equity and venture firms on their investment strategies and portfolio companies and has been a small business advocate to the US Senate.

Mr. Meier currently focuses on providing board, institutional and C-level guidance to maximize strategic, operational, and equity effectiveness for technology and service companies.

<http://www.ephorgroup.com/contact.asp>

Contact Ephor Group

To learn more about increasing valuation or improving performance contact Ephor Group at [ephor\[at\]ephorgroup.com](mailto:ephor[at]ephorgroup.com).

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http://www.ephorgroup.com/institutional_investors.asp

Ephor Group For Institutional Investors: Private Equity and Venture Capital Portfolio Management Augmentation.

- Do you have a portfolio investment which has been in the portfolio for 2-3 years and is not achieving its thesis?
- Ask yourself: in this different economy what can we do now?
- Have you made a recent portfolio investment and so far it has not tracked to meet its initial goals?
- Does a portfolio company have a dysfunctional board with conflicting agendas?
- Not sure if management is effective or not?
- Do you have a portfolio company that needs to prepare for and/or create exit opportunities?

Ephor Group creates EBITDA improvement for technology and service based businesses generating maximum portfolio returns.

Ephor Group's extensive background as an institutional investor, operating executives, and BOD chairman will provide that market perspective consistency balance necessary to maximize returns. Our process starts with a pragmatic assessment of your business which includes a roadmap for improvement.

Ephor Group enables private equity and venture capital to:

- Improve strategic and operating performance of individual portfolio companies
- Make the smaller investment at lower EBITDA multiples where risk and improvement areas are identified during due diligence
- Create effective and balanced Board of Directors and corporate governance
- Spend less of your precious time and resources on portfolio management activities
- Have access to domain expertise during due diligence and the portfolio management process

We specialize in organizations with the following attributes in their business model:

- Recurring revenue model
- Labor intensive
- Low asset based
- Excessive customer acquisition costs
- Complex distribution
- End-user customer satisfaction is critical
- Management and measurement processes are critical to success
- Multi-functional dependency
- Changing exogenous environment
- Large and growing market dynamics

We specialize in organizations in the following sector focus areas:

- Business process outsourcing including FAO, HRO, IT and HRO and HRIT outsourcing
- Human capital management
- Workforce management, staffing, and technology
- Medical business services (health care business services)
- CRM, Marketing services and customer acquisition services
- Software, SaaS, and technology services

