



Ephor Group Introduction

Garry Meier founded the Ephor Group to apply the wealth creating methodologies developed over the past few decades.

Ephor Group is a boutique growth consulting and growth capital advisory firm comprised of seasoned executives with a deep track record of transforming small businesses into an emerging platform or niche leader.

Ephor Group's team of consultants, executives, and investors combines cross-industry perspective with deep specialist knowledge.

Experienced, highly effective, and results-driven; our team combines over 150 years of domain, functional, and management expertise in our focus areas.

solving the value equation





Is Your Business Creating Wealth?

An Introduction to Ephor Group

Ephor Group's **Perform Business Process™** includes balancing stakeholders, multidisciplinary and functional improvements, and formulating long-term vision mapped to a company's wealth model.

Ephor Group creates wealth for our partners and portfolio companies by transforming small businesses into an emerging platform or niche leader by increasing organizational effectiveness and efficiency and by optimizing productivity, service drivers, and key business processes which drive financial results and long-term valuation improvement.

"Owners and financial types are always telling me that their company has a sales or capital shortage problem -- and 100% of the time ineffective processes, lack of outside perspectives, and flawed operating support structures are the root cause barriers to creating wealth."

– Garry Meier, Ephor Group Chairman.

About Ephor Group

Ephor Group increases equity valuations for technology and service based businesses. Our approach is proven, pragmatic, and performance oriented. Our proven methodology, the **Perform Business Process™** fills in the gaps where functional expertise and resources are constraining the business.

About Our Name: Ephor Group

Ephor's were supervisors of ancient Sparta who swore to uphold the rule, preside over meetings of the council and assembly, and provide expertise and counsel to the king. Ephor's were responsible for the execution of all decrees.

About our Founder: Garry Meier

Garry Meier founded the Ephor Group to apply the wealth creating methodologies he and his associates developed over his thirty-plus year career.

Mr. Meier is highly recognized as a business thought leader. He is a noted speaker on strategic effectiveness, value creation, outsourcing trends, and capital appreciation.

Additionally, Garry is an advisor to private equity and venture firms on their investment strategies and portfolio companies.

Garry currently focuses on providing board, institutional investment, and C-level guidance to maximize strategic, operational, and equity effectiveness.





Ephor Group Methodology

Implementation of Ephor's **Perform Business Process**™ results in the institutionalization of **Management Science** to drive scale and improve decision making in the business, creates a wealth model that guides the business, and establishes **'Useful Capital'**.

Additional benefits and outcomes of the approach include:

- I. **Useful Capital** benefits:
 - ✓ Creates liquidity for founders
 - ✓ Creates scale in the business
 - ✓ Provides capital and resources for M&A and corporate development to acquire books of business and/or capabilities
 - ✓ Reward and motivation for employees
 - ✓ Expand footprint: new products/services, new distribution channels, and/or new markets

- II. **Management Science** benefits:
 - ✓ Makes businesses institutionally investable which improves wealth for founders
 - ✓ Refines "Go to Market" methodologies and processes
 - ✓ Creates Product Management, Product Distribution Management, Brand Equities, Market Intelligence capabilities and routines in the business. Specifically, the following capabilities are built into the business:
 - ✓ Operational Process and Scalability Development
 - ✓ Alternative Distribution
 - ✓ Expansion (Market or Product or Geography)
 - ✓ "Franchise Effect" Development & Brand Equities

Is your business at its maximum equity value?

Ephor Group's **Perform Business Process**™ was developed by Garry Meier and his colleagues over the past three decades.

The **Perform Business Process**™ is both the guide and the roadmap to creating wealth producing enterprises. It includes all the frameworks for decision making, philosophy and approaches, and processes and methodologies to drive Strategic Optionality and wealth creation.

Essentially, the **Perform Business Process**™ does the following:

1. Ensures and economically efficient frontier is created;
2. Minimizes execution risk; and
3. Creates transparency and accountability at all levels of the organization.

Ephor Group's clients are notorious for above industry average returns, robust distribution and business development capabilities, and scalable processes and measurement systems.

Our Focus & Value-Add:

Ephor Group works exclusively with technology and service based businesses. We have a deep track-record of success in the BPO/Outsourcing, Healthcare Business Services and Healthcare IT, HRO/HCM, ITO, FAO, Marketing and technology sectors.



Ephor Group Vision and Approach

While businesses are always growing and shrinking; resource constraints should not hold back emerging enterprises that have the following core components: domain expert founders, a proven and scalable customer acquisition and operational model, and attractive market landscapes.

Overtime, companies that focus on making decisions based upon valuation have more robust sales pipelines with shorter sales cycles, the entire workforce is productive and motivated, and the business model provides higher profits than competitors.

Most businesses over rely on the founders and referrals for new business and as they grow need scale and process efficiencies to avoid preventable growing pains. For example, when businesses expand to multiple locations; a decision management system to guide daily choices is needed so that the system for making choices is not random nor based on gut feelings.

Creating best-in-class growth enterprises requires superior knowledge of the inner workings of and decision making criteria of industry vertical sectors, a lot of expertise, and also a little voodoo. The voodoo is what Ephor Group calls our '*Perform Business Process*™'.

Many emerging enterprises have created businesses with raving fans, but need guidance and resource support to transform their small business into a wealth creating enterprises.

Moreover, useful capital and advisory services are needed to determine the most efficient method for growth: geographic expansion, growth capital, acquisition(s), merger, strategic partnering, and/or strategic alliances.

Ephor Group supports emerging enterprises with capital advisory, interim management augmentation, functional and domain expertise, defined models that generate exponential returns, and by developing economic cost structures that improve industry averages.

Every Ephor investment includes our *Perform Business Process*™ which initiates with the implementation of **Management Science** followed by **Useful Capital**.