The KeyStone Method™

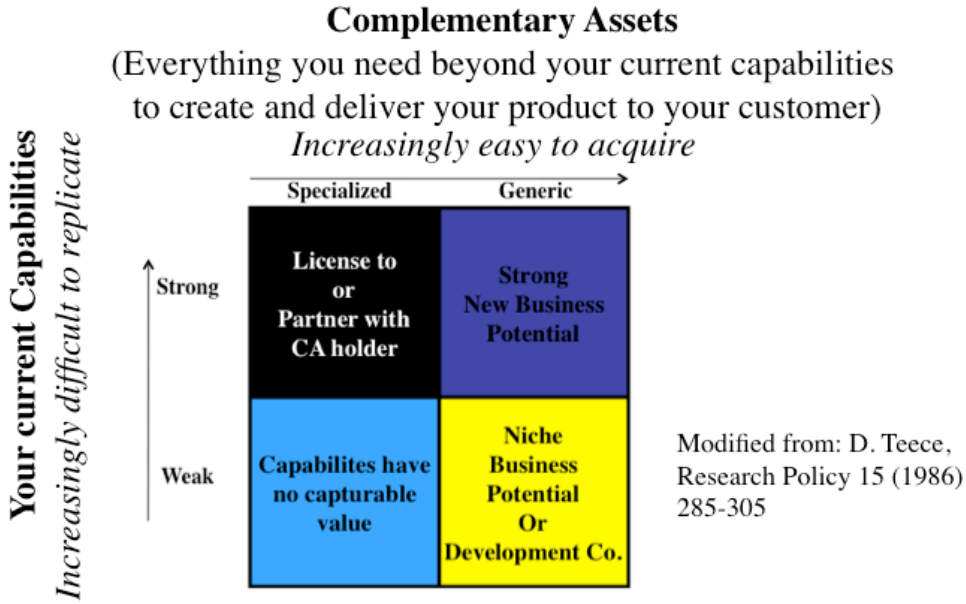
'A Business Assessment and Venture Development Tool'

The KeyStone Method is a scalable analytical tool developed at the Zell Lurie Institute of Entrepreneurial Studies at The University of Michigan. The method considers the following assessment and development steps:

1. Value system position analysis;
2. Differentiation in value chain segment;
3. Value creating potential (current & complementary assets);
4. Value capturing potential (business model in target value chain segment);
5. Investability and profitability assessment; and
6. Market positioning.

Since 2006, the method has been applied to over 75 early and later stage companies seeking investment or coaching advise for strategic repositioning.

The later stage contest company screening will be based on Phase 1 and Phase 2 information on the nominated companies, and consider steps 1-4. Companies will be given a KeyStone Score™, ranging from 1 (no capturable value) to 5 (high growth venture potential). The scoring visual is shown below:



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