

Abstract for Startup Consulting Service



This abstract describes the ensymm approach for startup related consulting

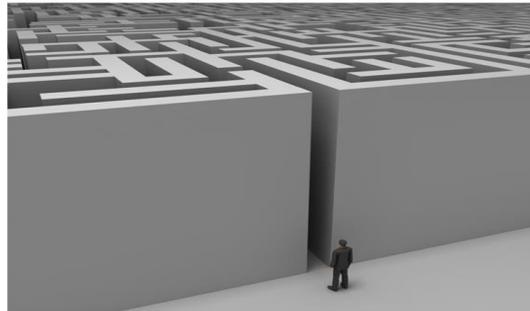


INTRODUCTION

Following their visions, entrepreneurs typically face certain problems. They are standing in front of a startup labyrinth challenged by several questions:

- Is my startup idea feasible?
- What are the constitutive parameters?
- What is the start up procedure?
- Do I need a certain team to realize my idea?
- How can my idea get marketed?
- Are there existing standards or laws I have to suite?
- How can I acquire capital for the project funding?
- How should I represent myself and my company in front of potential investors and later in front of my stakeholders?

The questions above are typical examples for the queries an entrepreneur is confronted with. Under the bottom line all these questions can get attributed to one source - a lack of information and experience in the particular business field.

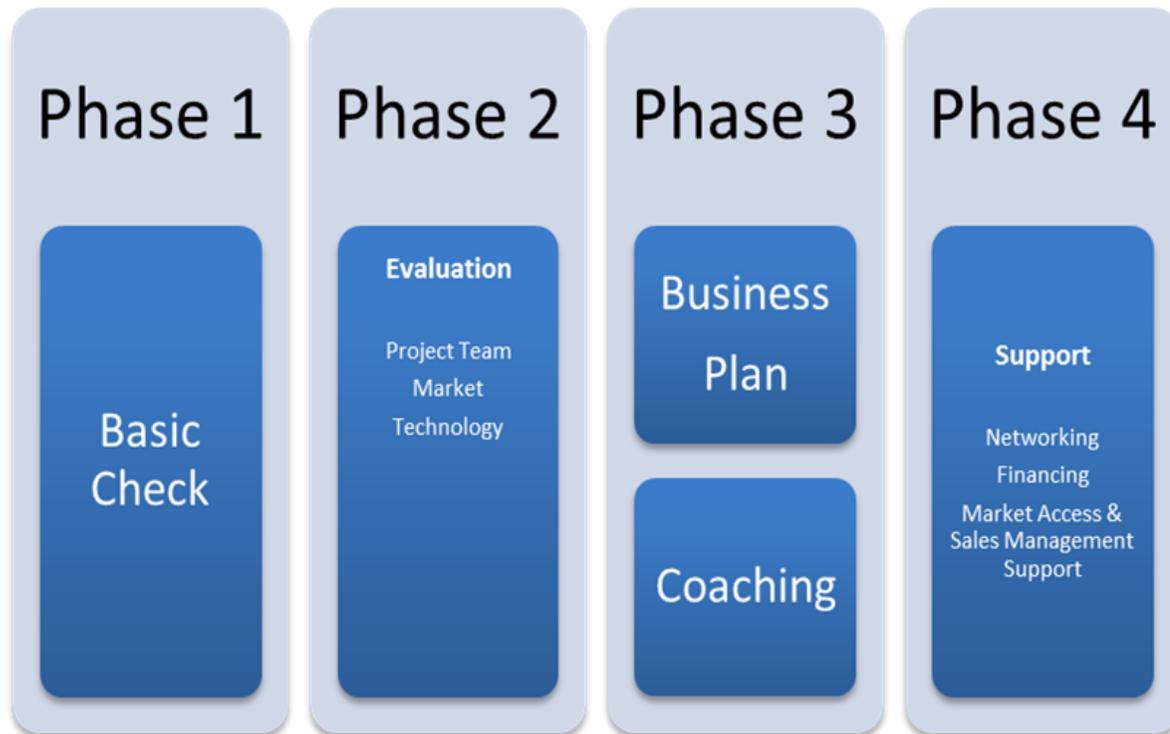


Knowledge is power, and nothing is more powerful to the entrepreneur than information. That's why consultants such as Ernst & Young cater to the rising stars of the busin-

ess world. The business models are changing for entrepreneurs running SMEs worldwide. It turns out information may even be as valuable as capital. Increased risk and risk-taking is a fact of life for an entrepreneur. For example, failing to understand and protect his intellectual property and legal rights could have disastrous consequences. In addition, ineffective IT security and vague disaster recovery plans can wipe out a firm in case the worst should happen. Other region-specific challenges include unclear property rights, the need for more support for entrepreneurs, weaker business networks, smaller launch teams, and a limited availability of subcontracting services.

STARTUP PROCESS

The illustration below shows exemplarily a startup process.



Phase 1:

As a first step a basic check should be conducted prior to a further client/third party engagement. That means the general startup idea gets shared with ensymm. Case by case ensymm will analyze whether the project and investor background is compatible to our service scope and company policy. Further also the startup idea might be analyzed as unrealistic in general.

Phase 2:

In the second phase a deeper project evaluation will take place in order to identify critical parameters and the right setup for the service/production idea. Critical parameters could be the product standard, production capacity, legal requirements etc. The necessary data to identify these

STARTUP PROCESS

parameters are gathered in a market study for example. In this phase also the existing team expertise should get evaluated regarding the project requirements.

Phase 3:

Based on the defined parameters in Phase 2 ensymm will prepare a bankable business plan. The business plan has two functions: 1st It is a mandatory document for bank loan application. 2nd It acts like a dynamic guideline which provides all stakeholders a proper information base in order to understand the project in detail. Based on the findings during the BP preparation also the parameters of Phase 2 might get readjusted in order to reach the final goal. During

the business planning the investors, especially young entrepreneur's experience a general coaching about vital economic knowledge as well as soft skills like representation skills, meeting organization, networking etc.

Phase 4:

During the fourth phase ensymm will support you

- to find the right financing partner
- to create a network of stakeholders (potential suppliers, clients, promoter etc.)
- to force your pre operation marketing
- with indirect or direct marketing service through its

existing network and continuous promotion on long terms.

Our Vision and Service:

Our competent team with more than 10 years' experience in personal, mobile and client shaped project consulting, especially in the field of life science, will break the standard way of consulting services and start a NEW multimedia and globalization conform way of consulting for SME candidates and startups.

This team will offer:

- Efficient and concrete advisory on point of problem with reliable and efficient solution
- We will analyse every problem and serve specific solution in reasonable time to avoid any damage or lost

OUR VISION AND SERVICE

- Availability is now UNLIMITED. Our team is available by new multimedia message system like Whatsapp, Twitter, Facebook also for a necessary at site visit in shortest time. We will arrange at site visit at any location through an excellent travel network for fastest at site presentation and availability if required by client.
- Our solution can submit by online/multimedia advisory presentation via Skype or personal at site visit.
- Upon we have the project subject we will analyse the subject, discuss all solutions, compare and select the right way of procedure, arrange and organize the team and the presentation form, prepare all needed documents and facilities for such a meeting and interaction, discuss/negotiate and conclude the subject with client in front of all parties and finally find a common solution or conclude the agreement
- SME-Coaching via in front of-, at side-, or background advisory
- Building the needed network for the various SME subjects in project/ business/ marketing/ financing or technological field
- Support the team to fill the personal/expertise gap for a short consultation or long-term procedure
- The client will have 4 type of charge options ALL IN with slim and simple fee structure and a

CLEAR horizon for payment and services.

Due to the different project and experience backgrounds, ensymm offers it's services in a modular way-means the client can benefit from ensymm experience in all project phases or only, for example for the business plan preparation in phase 3. The final scope depends mainly on the competence of the existing project team or the entrepreneur and the project status. In case the production has already started but the founders recognize optimization potential in the raw material sourcing, ensymm would be glad to overtake this part.

ensymm is a German based premier project consulting company for Life Sciences, serving biotech companies, pharmaceutical industry and food ingredient companies. We provide clients with a variety of business and technology consulting services as well as with specialized teams in various areas of our competence.



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