



## Knowledge

AMF Ventures provides knowledge-based services on the developments and implications of operating in a converged 2.0 world. AMF Ventures works for Technology, Media and Telecommunications companies who are considering a global readership and are discovering how to derive value from next generation networks and devices.

## Our Products

### Executive Briefings

Executives who value opinion free from internal bias, appreciate our regular 'one-on-one' sessions and team briefings. These sessions are a focussed way for decision makers to spot trends on the horizon.

### Seminars & Debate

Adding value to a strategy away-day, or to internal conferences, form a key part of our service. AMF Ventures team members are experts in presenting, chairing and leading debate. Where needed, we complement our internal expertise by drawing upon a wide range of professionals from our network.

### Connecting

AMF Ventures arranges private events bringing together executives and experts to discuss and debate key industry trends. These sessions provide senior management with the opportunity to grow their personal networks and to hear from those who are introducing radical thinking in the industry.

### Public Forum

AMF Ventures organises a range of public forums where the cross pollination of ideas from debate allows professionals, in different sectors of the digital value chain, to formulate and refine strategy.

## Strategy

AMF Ventures has a proven and stable team of experts available for short term or long term work. Our core team is supported by a network of partners and independent associates.

## Our Products

### Business Strategy

Classic consulting and advisory support; we engage with your organisation to create wealth from idea conception to exit. Our experts will work alongside you, within your framework to deliver a strategy that creates shareholder value.

### Partnerships

AMF Ventures has wide experience in the sourcing of key partners to support the strategic vision. We understand how to establish a workable structure, negotiate terms, repair and rebuild broken agreements and conduct partner diligence to provide a matching of culture and delivery capability.

### Competitive Landscape

Positioning in a dynamic market is complex. AMF Ventures is able to bring tools and experience that will boost your strategy team. We identify partners and competitors inside and outside your sector. We deliver risk management scenarios taking a wide-ranging view of competition, technology and market evolution.

### Exit Planning

With few exceptions, exit planning is the most difficult period for any CEO. Research shows that many owner managers fail to achieve the transition successfully - and do not receive their expected value. AMF Ventures understands the boundaries and expectations and is able to advise and implement an exit.

## Implementation

AMF Ventures can help you address strategic and tactical implementation projects.

Our team is based in London, with partner companies in Germany, France, Spain, Italy, Holland and the US.

## Our Products

### Team Support

AMF Ventures will provide a team which provides hands-on delivery, tactical assistance, project management or planning support. We are able to supplement our interim management team from our professional associate network to deliver skilled individuals on a short term or a long term basis.

### Technology Decisions

Debating technologies and standards with AMF ventures experts, is a practical means of helping to determine the risks and benefits associated with technology choice. AMF Ventures has helped debate the benefits of

- platforms and API's with operators
- software with system designers
- handset OS with manufactures
- SDK's with developers.

### Tactical Revenue

Turning initial traction into sustainable market momentum requires a balance between tactical and strategic activities. Sales teams that focus only on short-term, tactical revenue opportunities do not lay the sales foundation for longer-term programme. Conversely, teams that focus on strategic programmes at the expense of tactical revenue fail to deliver sufficient results soon enough to justify further investment. AMF Ventures can help find the right balance between short-term tactical needs and the longer-term strategic requirements by delivering sales opportunities and sales management.

## Funding

If the team is critical and funding is essential then getting the right structure is crucial.

Managing the expectations is the indispensable role AMF Ventures brings to the funding and structuring process.

## Our Products

### Structure

AMF Ventures is able to provide opinion on company structure and the different types and sources of funding. We are able to advise on clauses, terms and implications, whether a shareholders agreement, debt finance or equity investment.

### Diligence

Diligence requires a deep understanding of the business and the role the business fulfils in the value chain.

AMF Ventures is able to act for • an investor seeking to place capital • a purchaser looking to acquire assets or a going concern, and • a seller who wishes to dispose of a business or profit and loss account.

### Financial modelling

The impact of decisions made from a financial model is immense. Potential investors, founders and management see the model from different perspectives and with different motivations.

AMF Ventures is able to build or validate a detailed financial model, challenge or confirm the assumptions in the model and provide a judgement about the strength of the approach and scenario sensitivity.

AMF Ventures provides an independent external viewpoint and helps develop an investment model. We also provide realistic budgeting and a monthly management reporting tool suited to your business, depending on the current situation.