



# iPhocus Venture Management Group (iVMG)



Reality Based Consulting  
and Investing

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*For more information, contact iPhocus at (416) 417-6384  
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## ***iPhocus Venture Management Group Inc. (iVMG)***

*iVMG was formed in January 2003 as an affiliate of iPhocus Inc. In association with iPhocus Inc., we represent skilled professionals that can bring best practice services to your company. This creates strong relationships and behaviors that demonstrate the business values that you have promised your customers, employees and shareholders. By putting these types of skills and capabilities into your culture, customers will quickly recognize that top-notch people drive your plans, your implementations, your websites, your service....your business. Make sure your business is healthy and prepared for the challenges ahead!*

**iPhocus** offers a variety of Management Consulting services that "**focus**" on improving revenue and earning performance within technology firms.

**Our goal** is to improve the revenue and earnings results within the portfolios of our clients/partners, comprised of venture capitalists, angel investors and technology founders. Our services are also highly effective **within "focused" divisions of larger firms.**

**Our strategy** is based on utilizing the vast talents of our Executive and Management associates that inject new sales, marketing and strategic planning practices under an interim engagement.



**Our service** was developed in response to a growing demand from the hi-tech industry for a "focused" Executive Management team that can design, develop and EXECUTE a revenue growth strategy while enabling the technology experts and founders to continue to refine their innovative solutions. We provide an alternative to the traditional strategy that often leads to a "revolving executive door." **iPhocus**, by contrast offers an "Outsourced" team that is void of the complexities of shareholder politics and long term executive compensation.

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## *iPhocus Venture Management Group Inc.*

### 1. Background, Management and Advisory

- Incorporated in Ontario Jan. 2003
- CEO & Principal - Carlyle Buchanan (BSc.)
- Associate Executives (iPhocus Inc.)
  - G. Kilariski; P. Hicks
- Advisory, Legal and Financial:
  - P Rizzakos (LLB.)
  - B. Leopky (Macleod Dixon Barristers & Solicitors)
  - A. Baker (Pricewaterhouse Coopers)



### 2. Venture Management, Consulting & Investment

- Assist Emerging Firms or Corporate Divisions
- Establishment/Relocation of Foreign Firms Into North America



- Revenue and Earnings Growth focus
- Angel or Seed Capital Investing and Strategic Sourcing of Venture Capital.
- Fee for Service and/or Equity Participation
- Technology Investment Criteria based **CREAM**<sup>TM</sup>:  
Capital, References, Execution, Advanced Technology and Management.
- Intellectual Property, Patent and Copyright services

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## ***iPhocus & Associates Business Services***

### **1. Creation, Implementation and Interim Management of:**

1. Go to Market Plans
2. Operating Processes
3. Communication and Behavioral Programs
4. Sales Programs
5. Financial Systems
6. Resource Fulfillment



### **2. Assessment:**

1. Corporate Valuation
2. Financial Health
3. Marketing and Sales Programs
4. Sales Organizations
5. Delivery and Operations
6. Customer Value
7. Employee Value

### **3. Executive Coaching and Seminars:**

1. Creating an Environment for Collaboration
2. Communication Strategies for Managing Interactively
3. Relationship Management
4. Integrated Customer Service Strategies
5. Managing through Difficult Situations





## *iPhocus & Associates Business Services*

### **4. Strategic Modeling and Execution:**

1. Capturing and Presenting the Vision of Your Business
2. Creating a Collaborative Mission in a Market Economy
3. Creating Business Execution Strategy based on Essential Value
4. Preparing and Presenting your Business Plan to Investors and Future Partners
5. How to Build Integrated Programs across Departments and Companies



### **5. Charter Vision:**

Vital to any successful strategy, is a detailed and integrated plan which plots how your company can transform itself, and identifies measures against which the management team, investors, and customers can evaluate progress and recognize when goals have been achieved. *We believe that each time your business information is accessed it represents an opportunity for image creation, branding, and revenue.*

*iPhocus examines the components of your business that have, or may not have, what is needed for success. Our approach is collaborative and structured to take risk and reward with you as we participate as part of your team. We create plans and programs and then deliver them with you!*



## ***iPhocus Technology Practice Sectors***

iPhocus services were developed in response to a growing demand from the hi-tech industry for a "focused" Executive Management team that can design, develop and EXECUTE a revenue growth strategy.

In a broad manner, we offer services specifically focused on the latest industry trends to assist you in Planning for and Delivery of Improvements in the following:

- Customer Relationship Management (CRM)
- Partner Relationship Management (PRM)
- Knowledge Management Systems (KMS)
- Business process and Work Flow Management
- Superior Customer Care, Customer Loyalty programs and Customer Self Service
- Call Center Operations and Telecommunications
- Integrating Customer Care and CRM into e-Business Infrastructure
- E-Business
- Program Management

As a result of our exposure to a variety of client engagements, our expertise evolved within several well recognized technology sectors. We have hi-lighted eight (8) primary areas of Business Sector Expertise where our firm "focuses" our methodology of Assessment, Design/Plan and Execution of a Go-to-Market strategy.

### **Business Sector Expertise and Focus**

<b>Sector</b>	<b>Experience</b>
<b>Manufacturing</b>	Physical goods, automotive
<b>Banking / Financial Services</b>	Automation or Job Scheduling solutions. Industry compliance strategies and consulting (T+1, STP) Speech enabled IVR delivery all phases, call centers
<b>Telecommunications</b>	Voice, Data, Image all phases including Operations, Billing and Managed Services within CPE, Carrier and Service Provider
<b>Contact Center</b>	All phases including Operations and IT services for Inbound, Outbound and blended. Audit: Technology, effectiveness, capacity, fraud, cost reduction / recovery
<b>CRM</b>	All phases including corporate culture alignment with the technology
<b>IT Software</b>	Infrastructure software and Automated Operations (IT Management). Software Development and Project Management
<b>Information Technology Management</b>	IT Automation all phases including Operations
<b>Convergence / VOIP</b>	All phases including deployment
Professional Services	All phases and HR elements. AS3D structured project management / administration
Fulfillment / Loyalty	Inventory management & reporting, warehousing and distribution integration
Quality Assurance	ISO implementation, compliance, administration and steering committee direction

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