

ELEVEN CANTERBURY



Eleven Canterbury is an international consultancy with a large team of senior executives from the world's most prominent organizations. We assist Venture Capitalist and Private Equity firms by giving their portfolio companies a competitive advantage. We help technology and services companies connect with their customers and help consumer enterprises innovate. Eleven Canterbury helps you open the doors of opportunity through:

- **Advice** and insight into design and management of strategic programs. Are the objectives of the program aligned with the enterprise's goals? Are the vendors, partners and internal staff up to the task? Eleven Canterbury's Advisors have managed these programs over their careers and can provide unbiased views which help the enterprise be more successful.
- **Insight** into enterprise purchase decisions - "How?" and "Why?" We convey an insider view of management thinking and client culture as well as clarity on executive and business motivation. We deliver information in a variety of formats including formal training, panel discussions, 1:1 advisory sessions and client-specific analytics.
- **Technology Scouting** to help the enterprise identify innovative technologies that may accelerate achievement of their goals. Eleven Canterbury Advisors can help you assess the likelihood that new technologies can be successful in your enterprise, given your culture and challenges.
- **Access** through our relationships, to senior executives in a large number of Global Fortune 1000 organizations in the Financial Services, Healthcare, Telecom, Retail, Oil/Gas, and IT industries.
- **Assistance** for product and service definition teams to foster a focused approach targeted at specific vertical markets or customer business issues.

Eleven Canterbury helps product and services suppliers define, create and sell solutions that are appealing and compelling to an enterprise market segment. Because Eleven Canterbury's advisor network has extensive experience (collectively, centuries) as buying decision makers, we know what works, and more importantly what doesn't.

Our Services

Eleven Canterbury's services are designed to leverage the collective wisdom of our C-level technology and operations executives. We offer a unique value proposition to our clients through our ability to mix and match executives from different companies, disciplines, geographic regions, and through our proprietary methodology for group collaborations. The Eleven Canterbury services menu Includes:

Market Insight

Eleven Canterbury's Senior Advisors have viable relationships and reputations with relevant executive decision makers in enterprises around the world. Clients can leverage Eleven Canterbury by having us conduct formal or informal interviews with a pre-agreed set of questions or via brokered meetings. Clients engage our Market Insight service to assist them with any number of specific issues including assessing product viability, industry appetite and buying trends, new market opportunities, new internal corporate programs or initiatives, etc.

Due Diligence and Risk Assessment

Successfully assessing risk and creating an actionable plan for mitigation is critical. Whether it is risk associated with investment due diligence, or operational concerns including governance, infrastructure, compliance or security, we can assist you. Eleven Canterbury supplies risk assessment and mitigation strategies to enterprises and investors in the Venture Capitalist & Private Equity community. Our services give you a unique view into specific industries and vertical markets which empower you a competitive advantage in assessing risk scenarios.

Strategic Advisory Panel

Eleven Canterbury will create, on a project basis, a panel of relevant senior executives to provide advisory on strategic initiatives, including expansion into specific markets, industries and geographies; product line and business transformation; acquisition preparedness etc. In addition, we are able to review current concerns where an organization would like concentrated unencumbered expert advice for their value proposition, product positioning and go-to-market strategies. This service can be followed up by brokered meetings with targeted prospects for the purpose of 'testing' the updated strategy and value proposition.

Advisory Board Subscription Service

We design each board to suit our client's specific needs. The client selects from one to any given number of senior advisors, and boards can be convened on regular intervals spanning from weekly to quarterly. Clients receive experienced and objective insight from senior advisors with no vested interest other than to ensure the client's satisfaction. Advisory boards address whatever topic you set forth.

Interim Executive Coverage

Senior Advisor specialists with relevant experience are available to our clients in need of Interim Executive coverage. The advisor assists the existing management team, board, or investors in developing and executing the directives they set forth. This specialist can also work with your team in qualifying and transitioning the permanent executive. This service is provided for a variety of roles including Interim CEO, CIO/CTO, COO, CFO, etc.

Interim Field Coverage

Eleven Canterbury provides Senior Advisor specialists in a large variety of vertical and geographic markets. The selected specialist/s would traditionally be available to act as your agent, carrying your business card, to perform the business development or relationship management tasks as directed. This service is available for a minimum of 3 or more days per month over a six month renewable cycle.

Coaching Account and Product Teams

Our Senior Advisors have an insiders' view into management's thinking at many Global Fortune 1000 enterprises. We design workshops to assist your product planning teams on shaping product definitions for your specific clients and vertical markets. Working with your teams we address the issues and opportunities surrounding a specific account or group of accounts. Our Advisory Workshops are typically 1-5 days and always staffed by Senior Advisors with significant and relevant experience with the target industry or enterprise.

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Industry Placement

Eleven Canterbury has access, through its relationships, to a large number of senior executives within Global 1000 organizations across the Financial Services, Telecom, Healthcare, Retail, Oil/Gas, and IT industries. On a very selective basis, Senior Advisors provide our clients with business development support, including qualified introductions to potential clients. Clients also have the option to work with one or more of our Senior Advisors in a more dedicated capacity as in our Interim Field Coverage Offering.

**The marketplace is continually finding new and innovative ways to use the
Eleven Canterbury Network
Listening to you - we devise a program tailored specifically to your business.**