



**Avery Lyford
Partner
Blueprint Growth Partners**

Blueprint Companies

4% of IPOs that make \$1B

Number of Companies

11,000

Number of Employees

18.8M

Market Value

\$4.1 T

Revenue

\$4.4 T

Growth Companies below \$1B revenue

96%

37%

36%

31%

Blueprint Companies

4%

63%

64%

69%

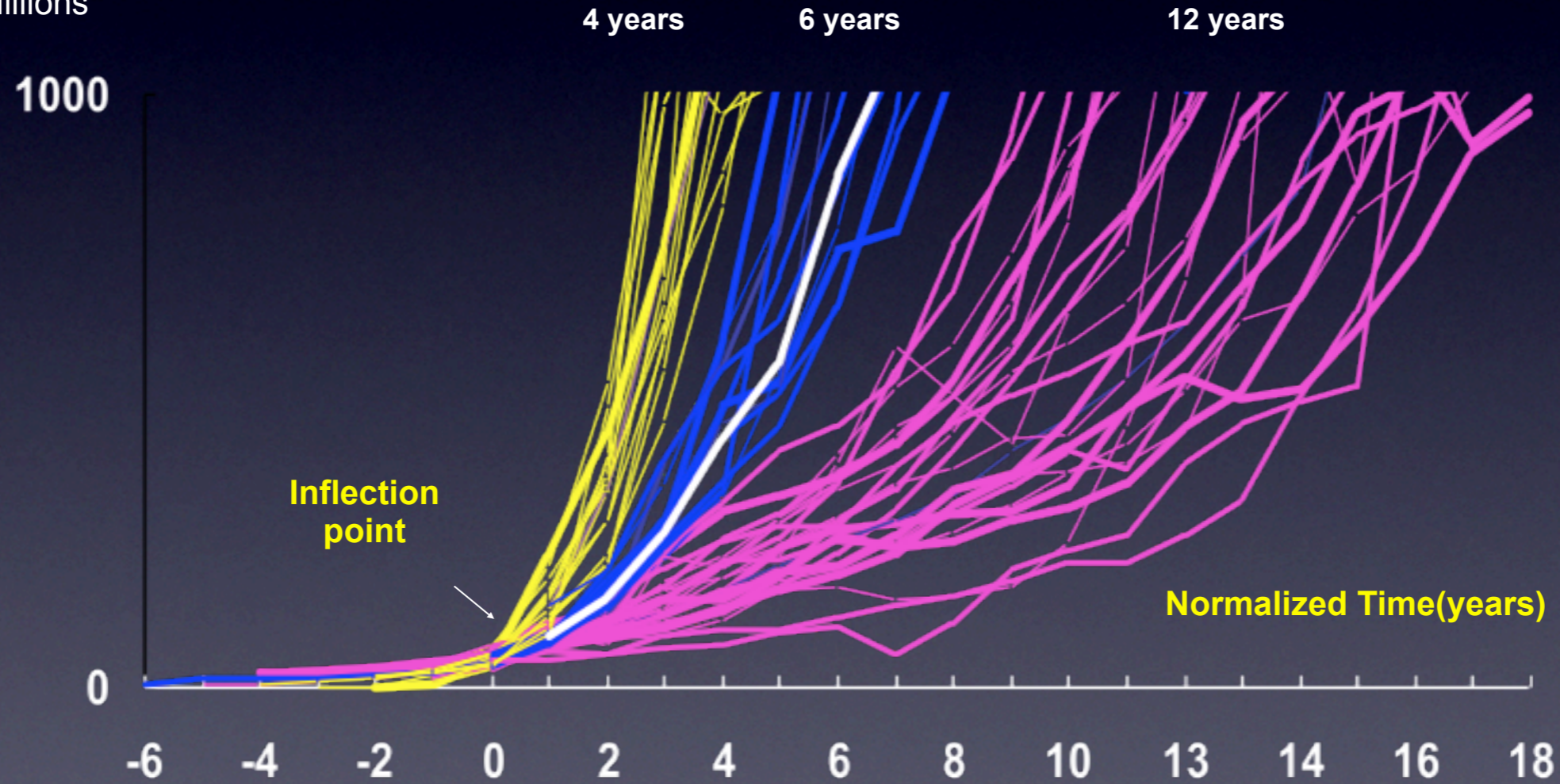
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Blueprint of Exponential Growth

Revenue
\$ Millions





- Create and Sustain a Breakthrough Value Proposition
- Exploit a High Growth Market Segment
- Marquee Customers™
Shape the Revenue Powerhouse
- Leverage Big Brother Alliances
- Become the Masters of Exponential Returns
- Management: Inside – Outside Leadership
- Board: Comprised of Essentials Experts



Create and Sustain a Breakthrough Value Proposition

CREATE

Amgen
Cisco
eBay

REDEFINE

Nike
Starbucks
Google

OPTIMIZE

Staples
Best Buy
Jet Blue



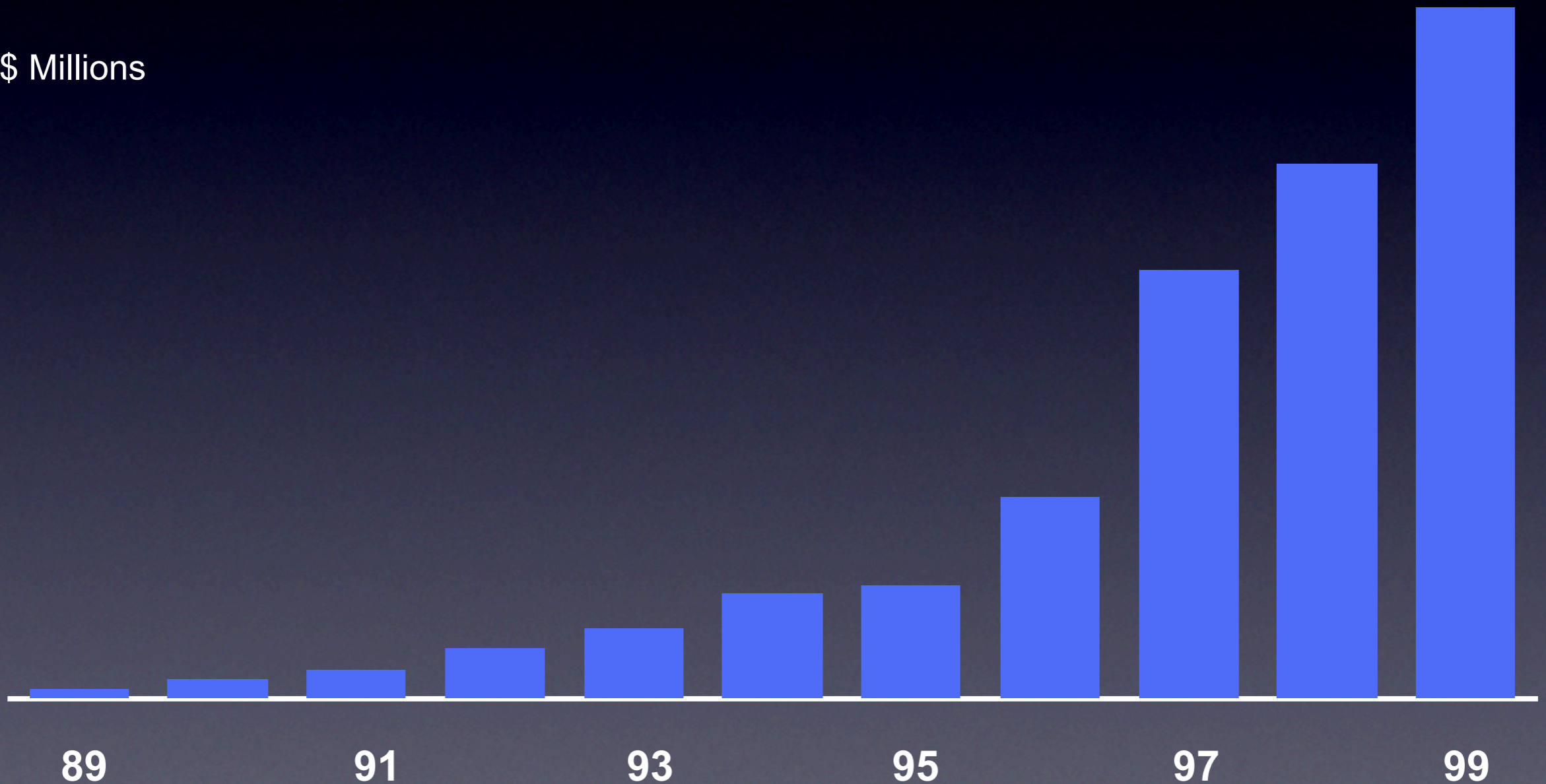
Marquee Customers TM Shape the Revenue Powerhouse

product consumer x
value prop shaper x
lighthouse reference =
Marquee Customer



Marquee Customer lifecycle revenue - Cisco example

\$ Millions





Leverage Big Brother Alliances

little brother

BIG BROTHER

Microsoft



IBM

eBay



AOL



Create win-win relationship

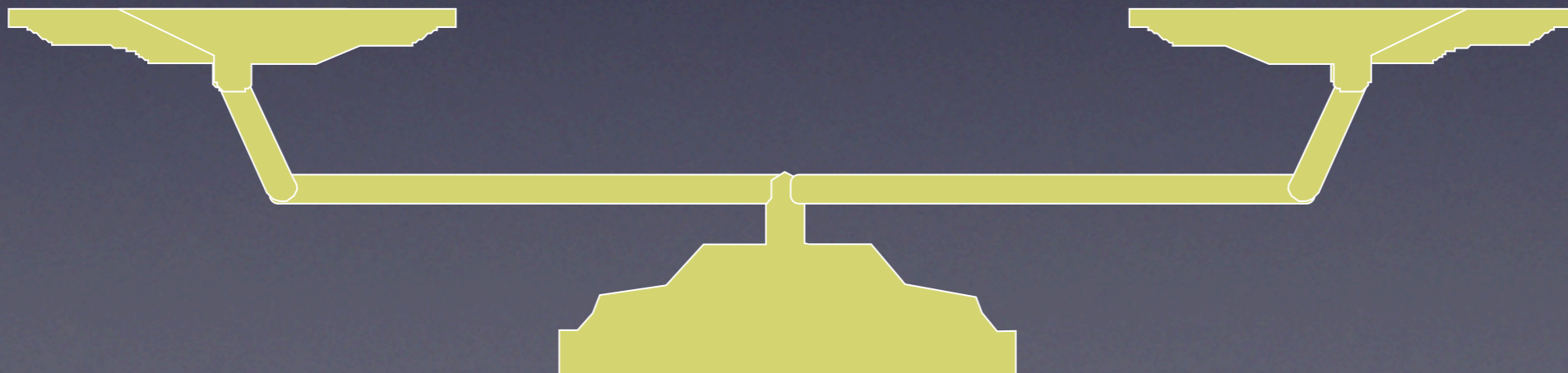
Big Brothers

- Innovation for emerging markets
- Fill critical gaps in portfolio
- Outsource specialized functions
- License brands

“...we all realize for innovation and certain pieces of the portfolio we have to turn to someone else”

Little Brothers

- Access and scale into new markets
- Credibility with customers
- Access to partner's innovation and product line
- Market intelligence
 - Customer demand
 - Bottlenecks in current offerings
 - Evolution and emergence of new webs or business ecosystems





Management: Inside – Outside Leadership



Jon Shirley and Bill Gates

MICROSOFT

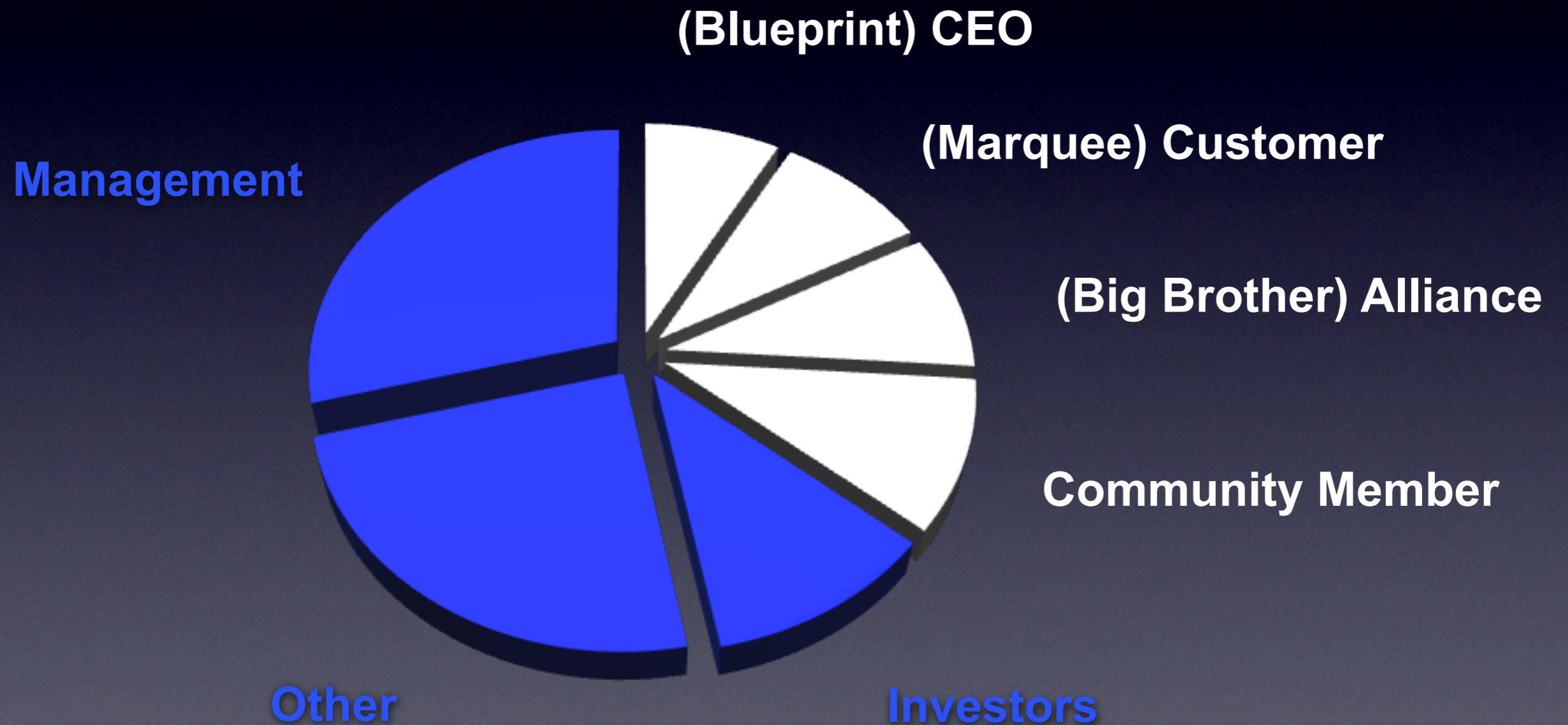


Jim Wright and Joe Scarlett

TRACTOR SUPPLY



Board: Comprised of Essentials Experts



7 BLUEPRINT ESSENTIALS

over 90% of Blueprint
Companies leveraged
5 or more of the
7 Essentials

For more information:

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