

Reveal Roadmap Decision Intelligence

Transforming Data Into Decisions



Imagine a world where you know exactly what to do...

Transforming Data Into Decisions

- ✓ **Company Leaders**
- ✓ **Investors**
- ✓ **Board Members**



While 81% of businesses believe data should be at the heart of all decision-making, only 13% claim to have the culture, technology, and skills to support data-driven decision-making and 32% admitted being overwhelmed by data.
- EY

Challenge. The time is ripe for companies to take advantage of the explosion of data. However, the noise to signal ratio is deafening. It is said that data transfers conviction but the process is too often confusing, fragmented, and prone to breakdown given the fact that technology, data analytics, and the culture must all move with concerted incentive. Clarity that links strategy, targets, and revelation for internal operations, and external communication, is desperately needed. Bad decision-making and missed expectations are mortal threats.

We propose a bridge connecting business users, investors, data scientists, technologists, and other stakeholders into a unified team to leverage the experience and industry knowledge of decision makers and individuals.

Reveal Roadmap Approach. This is a big bang moment. Technology, availability of data, AI FOMO, and economic uncertainty, is igniting tremendous demand shared by c-suite, investors, and boards. Reveal is a process seeking to unite these stakeholders and provide a shared roadmap forward. *We transform data into decisions.*

Opportunity. If company builders could unite strategy with quantified targets to define success, and utilize reports to reveal linked outcomes, this would create a powerful feedback loop to share with stakeholder investors and their board. Premium valuation is the reward.

DO THE WORK:

Data-driven organizations are 23X more likely to acquire customers, six times more likely to retain customers, and 19X more likely to be profitable than companies that don't use data analytics. However, the US faces a shortage of data analysts and managers.
- McKinsey

ICEBERG OF IGNORANCE:

Only 4% of company problems are known to top leaders.
- Sidney Yoshida

DATA

TRANSFERS CONVICTION:
A skill for the era of big data is data storytelling, or the ability to convey data not just as numbers or figures, but as a narrative that humans can understand.
- MIT



No matter what the future holds...you'll need those who can build **predictive models** and understand systems, data, and processes **to deliver you great success.**

Mike Scarpelli, Snowflake CFO

2.2x Demand-Supply ratio for capital in venture growth marketplace is at highest level in over a decade, evidenced in multi-year high in company failure rate. This is excruciating demand for insight.

Reveal's Community: According to NAICS/SBA data, we estimate there are ~206,000 US based companies with revenues of \$10M-\$500M. There are 16,000+ additional companies sub-\$10M and ~5,000 large companies above our focus segment.

Our target market is the grouping of companies who need the most help with understanding their own data (company building clarity and metrics to drive investor valuation). We believe these companies are in the \$10M-\$500M annual sales range. This group encompasses businesses with enough traction to have relevant data in addition to small public companies, both of which often struggle to understand what communicates best to investors.

Framework: Our process starts with a workshop that reveals the company roadmap from strategy to key driver metrics.

Additional partnered co-pilot services are available for 3-12 month project sprints across specific needs such as go-to-market, FP&A, human resources, and operations functions.

- ✓ **Internal Portfolio Development Practice for Private Equity** - could eventually be a spin or standalone offering and may be formalized as software. At \$60,000 p/year for operations and reporting implies a market of \$12.4B.
- ✓ **Serviceable Addressable Market opportunity** - 200 PE companies, each with 100 portfolio companies and 25% participation rate would imply a SAM of \$300M per year.

MARKETS | FINANCIAL REGULATION

SEC Pushes for More Transparency From Private Companies

'Unicorn' firms have a huge impact and 'absolutely no visibility' for regulators, says SEC Commissioner Allison Lee
WASHINGTON—The Securities and Exchange Commission is preparing to force more transparency from big private companies, as regulators grow concerned about the lack of oversight of the private fundraising that has fueled their rise.

Source: wsj.com

IPO BACKLOG AT MULTI-YEAR HIGHS:
Companies hoping to seek the public markets at highest level in over 10 years. The fight for capital and investor attention will be fierce.
- Pitchbook

MARKETS | FINANCIAL REGULATION

SEC Proposes Broad Disclosure Rules for Private Investment Funds

Private-equity and hedge-fund managers would need to provide statements on fund performance, compensation, fees and expenses

Source: wsj.com

PRIVATE EQUITY MANDATES:

The message is out. Move from investor capital allocation to providing operating excellence and help portfolio companies survive and thrive. Playbooks and clear reporting are needed now.



Action playbooks provide proprietary roadmaps and benchmarks to **Strategize, Target, and Reveal** the highest probability path to success.

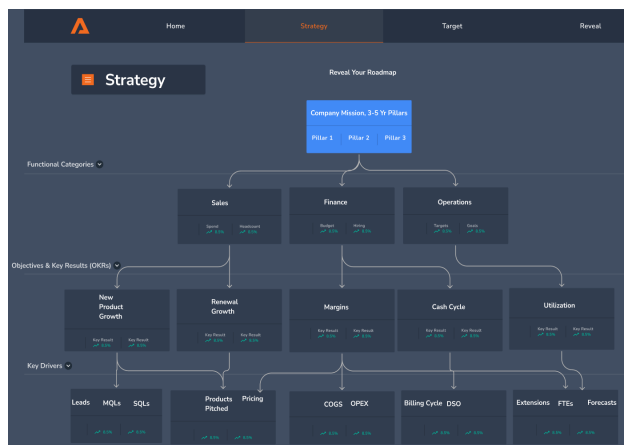


Our Solution. While many dashboards exist, no system has mapped from strategy > quantified targets > to revelation loops internally, reporting externally for shared conviction supporting enterprise value outcomes. The Reveal Roadmap platform would provide three pillars of organizing principle and action.

Strategize Pillar: A user interface with business map for goals and how leaders believe they are linked from multi-year aspirations to daily action. No more uninformed assumptions or revisionist creep. Path and responsibility is explicit.

Actions into Process Roadmap:

- *Observe* strategic priorities from stakeholder goals.
- *Orient* towards shared value outcomes.
- *Decide* current state using independent relative benchmarks aligning ability and resources.
- *Act* by attaching Objectives Key Results, and leading Key Performance Indicators.



* Reveal Roadmap Process Visual



Company builders **agonize** over best decisions. Data brings **clarity** and **shared context**.

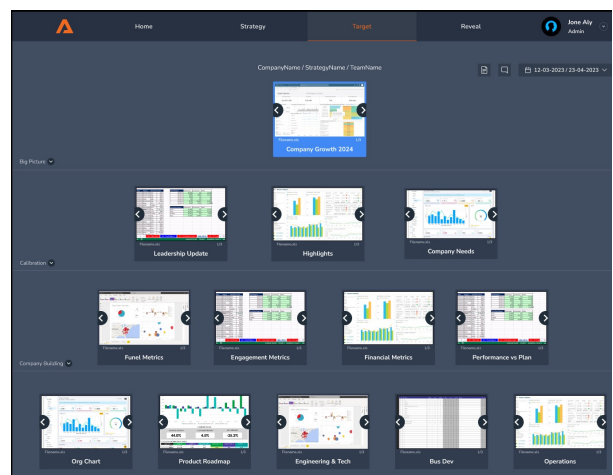
Develop **targets** quantifying objectives and **strategies**.



Target Pillar: Don't let perfect be the enemy of good. Begin by simply contextualizing and identifying metrics for the business roadmap strategies from existing excel files, powerpoints, and live stream from existing BI tools via iFrame, SDK, and via API from primary applications (CRM, HR, Financial). Simplified and contextualized by C-suites goals and industry best practice metrics, executives can now pull up company-wide resources in any meeting and immediately inject data into their decisions. *Data informed decisions become practice, not theory.*

Actions into Process Targets:

- *Observe* internal data quality and availability.
- *Orient* dashboards and analytics to align with strategy & reporting functions.
- *Decide* which new capabilities and resources should be created.
- *Act* by aligning streamlined workflows and data to empower decision makers for clear opportunity.



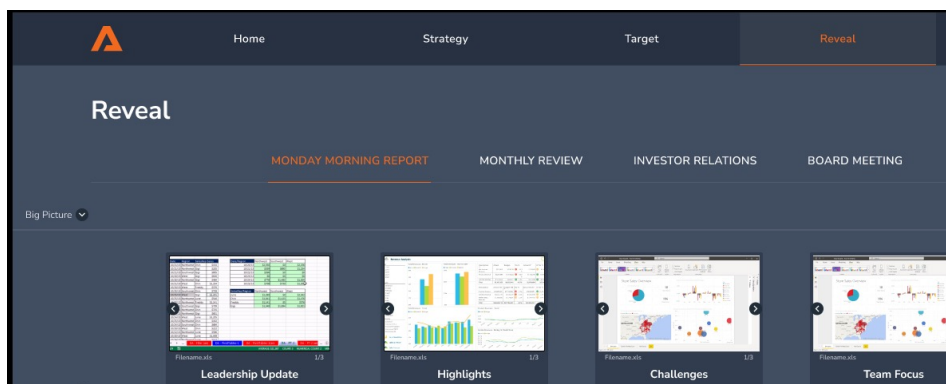
WIN by sharing responsibility for metrics from **C-Suite** to the **edge** business. The **REVEAL Roadmap** shares your conviction and speaks stakeholder language...enhancing **enterprise value**.



Reveal Pillar: Provide best practice reporting according to playbooks from relevant sponsor (private equity, or industry format) on what was intended from selected strategies, the targets used, and the actual outcomes...thus creating explicit feedback loops which can be shared with stakeholders: internal company leaders, the board, and investors for shared revelation and reward.

Actions into Process and Reporting Revelation:

- *Observe* outcomes relative to intended strategy.
- *Orient* key reporting metrics for applicable stakeholders.
- *Decide* which insights and revelations drive next actions.
- *Act* by providing consistent reports to stakeholder groups for shared vision and economic success.



The **REVEAL Roadmap** accomplishes shared vision and execution for **effective communication** across the front line, c-suite, board, and investors.



Outcome: The Reveal Roadmap Process accomplishes shared vision and execution from top to edge, for communication across front line, c-suite, board, and investors.

Currently, while many solutions provide pieces of the puzzle, none explicitly create such linkage and clarity from aspiration to enterprise value.

While many dream of using next level AI potential, the dirty secret is that infrastructure must be organized to make this priority real. Our processes create clear incentives available today – while future proofing for tomorrow.

****A Carrot!** Once processes are clear and data is mapped, the clarity coming out of the business (often referred to as data exhaust coming off the business engine) can be aggregated and anonymized as market insight. Market buyers are often paying \$200k - \$2M PER YEAR PER BUYER. This is a potentially dramatic source of capital for young businesses, and tangible reward for leaders weighing how to justify upgrading company analytics and decision processes.*

"So thrilled to have this team 'opening the eyes' of our corporate investor relations clients through thematic factor and KPI analysis - tuning signal from noise and giving our clients clear insight on share price drivers and valuation."
CEO Samuel Levenson, Arbor Advisory Group

"We are fortunate to be scaling up a generational business with the launch of multiple new products and expansion into international markets. This team has been part of our journey for several years and has helped our team focus on best practice in the world of data through utilizing consistent workflows and making data derived insight transparent, scalable, and repeatable."
CEO Cody Nath, Refined Technologies Inc.



The puzzle pieces are consistently available but lack consistent scalable process...
Success could mean exponential improvement as network effects gain momentum.



Current Progress: Over the last several years, Anduril Partners has been working with clients from early launch to public companies. The challenges of aligning strategies, identifying effective metrics, learning from the outcomes, and communicating these to stakeholders has emerged as a consistent challenge and need. The puzzle pieces are consistently available, but have lacked consistent scalable process for organizing and applying solutions (shown here on the right). The concept of a consistent revealed roadmap to guide this journey emerged.

History. Background includes decades of decision making at scale in asset management particularly influenced by tenure at Goldman Sachs, company building, and analytics expertise. Our perspective is uniquely informed being in the center of data best practices throughout business and finance.

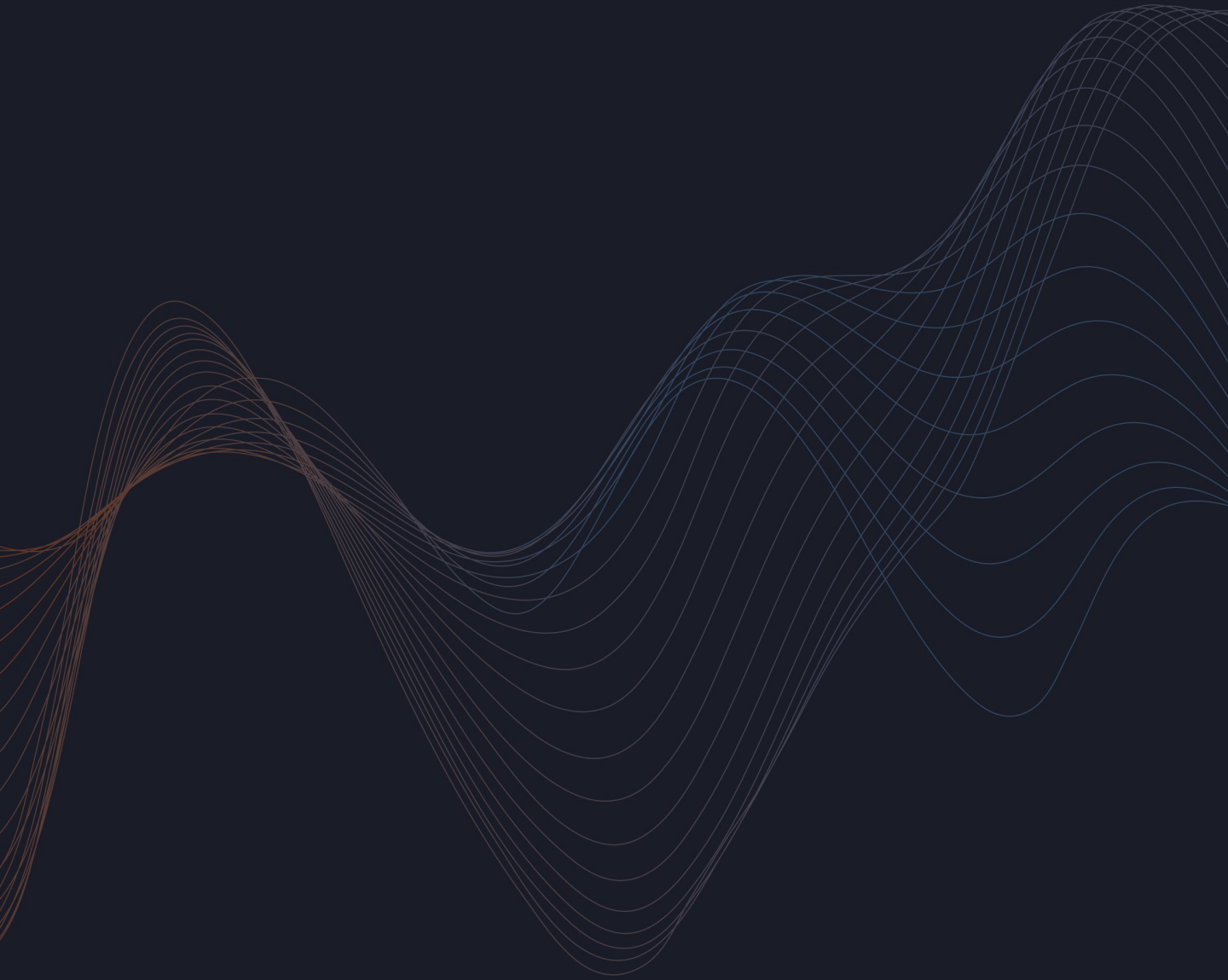
Conclusion and ASK. We are interested in developing this opportunity with private equity communities across portfolio company operating and reporting needs. Let's build.

ENGAGEMENT ROADMAP

- **MILESTONE 1**
Crystalize Company "Why", Stakeholders, Mandate
- **MILESTONE 2**
Data Literacy, and determine operational functional framework
- **MILESTONE 3**
Establish Business Roadmap encoded in software with OKRs and leading indicators
- **MILESTONE 4**
Map files, data store APIs, and existing BI dashboards to business map goals
- **MILESTONE 5**
Choose playbook operating system reporting frameworks
- **MILESTONE 6**
Reveal outcome progress for next actions and shared journey for valuation reward



Appendix



Imagine a world where you know exactly what to do...

Company Leaders... Imagine a world where your actions are linked to your valuation and you know what levers to pull based on real-time data for the highest probability of success.

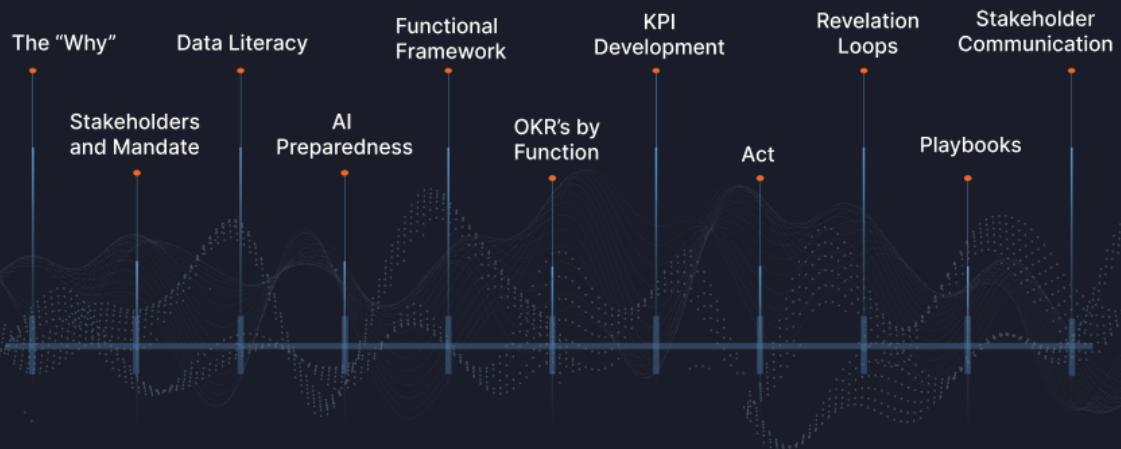
Investors... Imagine a world where you know precisely where your companies are scoring on the most important metrics in their industry, per your definition.

Board Members... Imagine a world where company reports map to best practices and your fiduciary responsibility.

Data, like water, is an abundant resource but it must be prepared and utilized for specific purposes. To accomplish this, we come alongside leaders in defining pain points and aligning Strategy, Objectives (OKRs), and leading Key Performance Indicators (KPIs) to deliver successful shared outcomes through the Reveal Roadmap Process.

We Transform Data Into Decisions.

Reveal Roadmap



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CEO Samuel Levenson, Arbor Advisory Group

"Our work at Bain focuses on empirical research, demonstrating a path to premium valuation based on a decade of industry best practices from our peers during their scale up sprints, illuminating key performance indicators as a roadmap for the journey. This team has been a key partner with us to make these metrics operational and has positioned these signals to assist company leadership in their movement from theory to action, resulting in critical insight for decision making."

CEO Lauren Kelley, Bain | OPEXEngine

How:

Through action playbooks that integrate best practice technology, industry leading research benchmarks, and software to Strategize, Target, and Reveal your highest probability path to success.

Strategize

- Observe strategic priorities from stakeholder goals.
- Orient towards shared value outcomes.
- Decide current state using independent relative benchmarks aligning ability and resources.
- Act by attaching Objectives Key Results, and leading Key Performance Indicators.

Target

- Observe internal data quality and availability.
- Orient dashboards and analytics to align with strategy & reporting functions.
- Decide which new capabilities and resources should be created.
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Reveal

- Observe outcomes relative to intended strategy.
- Orient key reporting metrics for applicable stakeholders.
- Decide which insights and revelations drive next actions.
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Why:

To construct a bridge connecting business users, investors, data scientists, technologists and other stakeholders into a unified team, leveraging the expertise and industry knowledge of decision makers and individuals.

What:

Our operational experience as a shared intelligence team at the intersection of industry expertise, software feedback loops, and outcome-focused workflow.

Client Outcomes:

Shared organizational responsibility, clarity in expected success, lower regulation risk, defined linkage between action and sustainable economic value.