



*"Well done overall on a tight timeline. The ability to generate meaningful findings was very impressive."*  
- Nelson Iginla, Bain Capital



*"Great. Very efficient and got the job done quickly."*  
- Investor, Tiger Global Management



*"Avenue Group was able to move very quickly on a tight timeline that allowed us to gather insights fast."*  
- Susan Harbour, Volition Capital



*"Solid work. We appreciated the discussions and the recommendations."*  
- Bryan Dunmire, Anheuser-Busch InBev



## We Advise Private Equity Firms, Fortune 500s & Mid-Market Companies.

- Source, conduct & analyze in-depth interviews, surveys & focus groups.
- Develop meaningful strategic insights for private equity due diligence.
- Generate real-time market feedback to move beyond existing data & industry stereotypes.
- Gather & evaluate new data from key stakeholders / constituents, including:
  - Current customers
  - Lapsed customers
  - Prospects
  - Competitors
  - Employees
  - Investors
  - Industry benchmarks
  - Functional analogues
  - Industry experts

### TEAM



- Founder Jeremy Greenberg**
- Former BCG Team Leader
  - Entrepreneur-in-Residence at Wharton
  - Built multi-million-dollar business units for two Fortune 500 companies
  - Wharton MBA

**Consultants & Researchers:** MBAs from Harvard, Wharton, NYU Stern; Ex-Bain/McKinsey/BCG



### CAPABILITIES

- **Primary Research:** Perform all aspects of action-oriented research, including interview / survey design, respondent sourcing, scheduling, analysis, distillation, presentation & execution planning.
- **Actionable Insights:** Identify actionable insights for clients to make better decisions with potential investments & operations.
- **Broad Scope:** Support clients across any industry, focusing on strategic due diligence for PE firms & growth for corporations.
- **Deep Reach:** Source hard-to-reach niche audiences and drive smarter decisions by combining data with a firsthand narrative.
- **Quick Turnaround:** Faster & more nimble than top management consulting firms & research companies.

## PROJECT EXAMPLES

### PE Firm Diligence of Amazon Seller

**Client:** Private Equity Firm.  
**Objective:** Evaluate target, an Amazon 3<sup>rd</sup> party reseller that sells branded products on behalf of brands, based on industry experts with direct reseller experience.  
**Approach:** Interviews with competitors (other resellers) and brands who work with resellers.  
**Length:** 2 weeks.  
**Deliverables:** Interview verbatim notes, audio recordings & insights overview.



### Growth Strategy for Building-Products Company

**Client:** Building-Products Company.  
**Objective:** Develop strategy for increasing market share by identifying key sales drivers, competitive dynamics, key buying decisions, and growth initiatives.  
**Approach:** Interviews with employees, customers & competitors; data analysis.  
**Length:** 6 months.  
**Deliverables:** Strategy recommendation & tactical plan for execution.



## PRESS



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