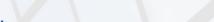


"Well done overall on a tight timeline. The ability to generate meaningful findings was very impressive."

- Nelson Iginla, Bain Capital



BainCapital

TIGERGLOBAL

"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





BOSTON CONSULTING GROUP



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 3rd 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.



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