



**Avenue Group® Advisors**

**BUILD WITH US.®**



**To Succeed in Business, We Must Constantly Build.**

**CEOs of Large Companies Build Shareholder Value.**

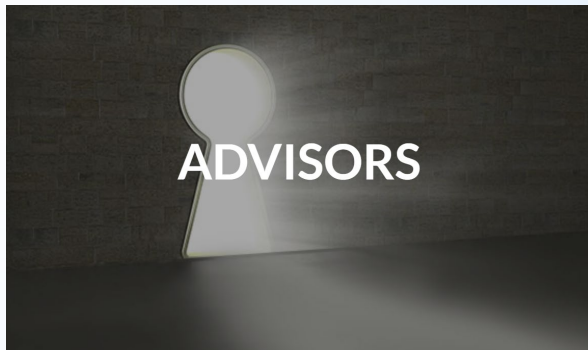
**Entrepreneurs Build New Companies.**

**The Curious Among Us Build Knowledge.**



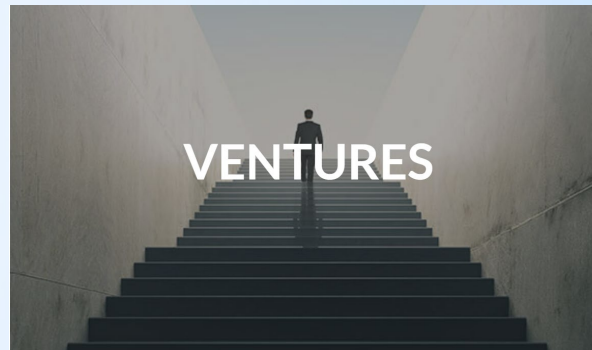
# Avenue Group Has Three Divisions to Help You Build.

We Build Businesses Through Advising Leaders (**Advisors**), Operating Early Stage Companies (**Ventures**), and Sharing Business Knowledge (**Educators**).



Advise Executives of Private Equity Firms, Fortune 500s, & Mid-Market Companies.

- In-depth interviews, surveys with strategic synthesis
- PE due diligence insights
- Real-time market feedback



Operate & Invest in High-Potential Companies with Strong Early Track Records

- Accelerate success of high-potential startups
- Investments include exercise equipment co. Flyte Fitness



Share Tangible Business Knowledge with Emerging & Established Business Leaders

- Original studies & articles
- Launching leadership podcast
- Pro bono program for non-profits, social entrepreneurs

# The Advisors Division Combines Data with a Firsthand Narrative to Drive Smarter Decisions.



**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.

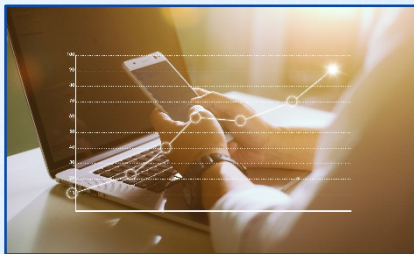
**Deep Reach:** Source hard-to-reach niche audiences and drive smarter decisions by combining data with a firsthand narrative.

**Quick Turnaround:** Faster & more nimble than top management consulting firms & research companies.



# We Go Beyond Existing Data and Industry Stereotypes.

## Gather New Data



## Learn From Constituents / Stakeholders



# Project Feedback from Recent Clients: Diligence Work.

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

**Nelson Iginla, Private Equity at Bain Capital.** Project: Interviewed dozens of customers of B2B acquisition target and developed insights to drive investment decision.



**“Great. Very efficient and got the job done quickly.”**

**Investor, Hedge Fund at Tiger Global Management.** Project: Assessed high-growth tech company by conducting user interviews and developing a set of user insights.



**“It was great working with Avenue Group. They were able to move very quickly on a tight timeline that allowed us to gather insights fast. Their work was thorough.”**

**Susan Harbour, Growth Equity at Volition Capital.** Project: Evaluated online selling feature set by conducting consumer interviews and providing a synthesized overview of findings.



**“Excellent communication and speed. We were extremely pleased with the quality of work which enhanced our due diligence process.”**

**Kyle Casella, Vice President, VC & PE at Prospect Hill Growth Partners.** Project: Evaluated online retailer through competitor, industry expert, and channel expert interviews to clarify the future risks and opportunities of the target's position.





# Project Feedback from Recent Clients: Operational Work.

**“Solid work. We appreciated the discussions and the recommendations.”**

**Bryan Dunmire, eCommerce Partnerships at Anheuser-Busch InBev.** Project: Conducted interviews and a launched a quantitative survey to identify an approach for mobile-based beverage delivery.



**“Great partner in tackling a tough project.”**

**Sarah Dziuk, Global Marketing at SAP.** Project: Built a clear picture of the customer lifecycle for a suite of B2B software solutions for the CMO of a global technology company.



**“Invaluable to providing the right strategy and framework to help us deliver during a very ambiguous inflection point for our organization.”**

**Joseph Han, Global Director, People at ZX Ventures.** Project: Analyzed CPG benchmarks and client organization to transform structure for a centralized innovation group with regional execution hubs.



**“Outstanding in all respects. Great ability to communicate with facts and a vision.”**

**David Humphreys, President & CEO at TAMKO.** Project: Developed a growth turnaround approach for a division of a building-products company that went live upon project completion.



# Examples of Recent Project Work.

## 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 and brands who work with resellers.

**Length:** 2 weeks.

**Deliverables:** Interview verbatim notes, audio recordings, & insights overview.

Interview Verbatims



Audio Recordings



Insights Overview



## Operational Turnaround for Health Club

**Client:** Regional Tennis Club.

**Objective:** Design and rollout a new operational model for a premium club, including strategic differentiation, pricing, facility renovation, staffing, equipment, marketing, & sales.

**Approach:** Primary research of club & competitors and operational evaluation.

**Timing:** 3 months.

**Deliverables:** Competitor assessment, strategic proposal, & execution plan.

Competitor Assessment



Execution Plan



Strategic Proposal



## Growth Strategy for Building-Products Co.

**Client:** Building-Products Company.

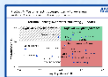
**Objective:** Develop near-term strategy for increasing market share of decking & railing division by identifying key sales drivers, competitive dynamics, key buying decisions, and growth initiatives.

**Approach:** Interviews with employees, customers, & competitors; data analysis.

**Length:** 6 months.

**Deliverables:** Strategy recommendation & supporting tactical plan for execution.

Assessment of Drivers



Execution Plan



Strategic Proposal



## PE Firm Diligence of Services Provider

**Client:** Global Private Equity Firm.

**Objective:** Evaluate a specialized services industry from the perspective of buying decision-makers to better understand market pricing, industry spend trends, & key purchasing criteria.

**Approach:** Interviews with industry decision-makers across key segments.

**Length:** 2.5 weeks.

**Deliverables:** Interview verbatim notes, audio recordings, & insights overview.

Interview Verbatims



Audio Recordings



Insights Overview





# Our Team: Founder, Collaborators, and Contributors.

## Founder



### Jeremy Greenberg

- Former BCG Project Team Leader
- Entrepreneur-in-Residence at Wharton
- Wharton MBA

Jeremy built & led multi-million-dollar business units for two Fortune 500 companies (Capital One and Avon Products) and served as a project team leader at global consulting firm The Boston Consulting Group.

Jeremy is an Entrepreneur-in-Residence at Wharton and a speaker for Bigs & Littles NYC Mentoring.

He holds a BA in economics and philosophy from Brandeis University and an MBA from The Wharton School.



## Collaborators



### Jason Feifer

- Editor-in-Chief, *Entrepreneur*
- Keynote Speaker



### Dr. Jeff Crespín, MD

- Surgeon & Pharma Expert
- NYU Stern MBA
- Harvard BA



### Nadia Gil

- Strategist & Early Seed Investor
- Wharton MBA



### Linnea Geiss

- Tech Strategist
- Wharton MBA



### Adelyn Zhou

- Technologist
- Harvard MBA



### Abhi Bisarya

- Payments Expert
- PayPal, Visa & Capital One



### Steven Rabin

- Policy & Crisis Communicator
- MPA, Harvard Kennedy School

## Contributors

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

# Our Values.



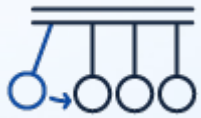
## Be Unique

Differentiation as individuals and as businesses is what allows us to thrive.



## Celebrate Creativity

We must be creative in business to be most successful and to enjoy it.



## Make an Impact

We can't possibly do everything, so we need to focus on what's most important.



## Listen Closely

Observe and study customer behavior to learn what drives people to act.



## Select Press Mentions.

**Entrepreneur**

**FASTCOMPANY**

**big AZBIGMEDIA**

**BUSINESS  
NEWS DAILY**

*Small Business Solutions & Inspiration*

inside. in-depth. in-step.  
**ADVISORS**  
magazine

**Institutional  
Investor**

**EVERYTHING BUSINESS  
Corp!**

THE  
**ENTERPRISERS**  
PROJECT

**VW**



## Contact Us.

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