

Active Mentoring Program (AMP) for Startups

Eagle Strategy Group's AMP for Startups is designed to provide low cost high quality solutions to budget conscious entrepreneurs. AMP for Startups is designed to train the client to create solutions. In this case the client is an entrepreneur looking for assistance in starting or growing a business.

AMP for Startups has all the cost and quality advantages of Eagle Strategy Group's AMP program, but is designed to help entrepreneurs get their business off the ground. AMP for Startup projects fall into two project areas: Business Plan and Operations Strategy.

If your firm is an established business, Eagle offers its regular **Active Mentoring Program (AMP)**. The driving principal behind AMP is to train internal employees to identify needs, assess conditions, create solutions, implement solutions, and monitor results, while an experienced consultant serves in a mentoring role. For more information request a copy of the AMP sell sheet.

For a Business Plan project an ESG consultant acts as a "Mentor" guiding the entrepreneur through business plan creation. The Mentor begins by interviewing the entrepreneur to understand the venture. The Mentor then works with the entrepreneur to create an outline for the business plan and begin the writing process. If the entrepreneur has already started a plan then the Mentor conducts an assessment of the Business Plan identifying areas that need to be improved and then works with the entrepreneur to re-write the plan. As the entrepreneur works through the Business Plan the Mentor is available by phone or email to guide the entrepreneur through the process, provide feedback, or as a sounding block for ideas.

For an Operations Strategy project the Coach guides the entrepreneur through starting up the operations. There are many steps in starting up operations; here are a few examples of areas where an ESG Coach can help:

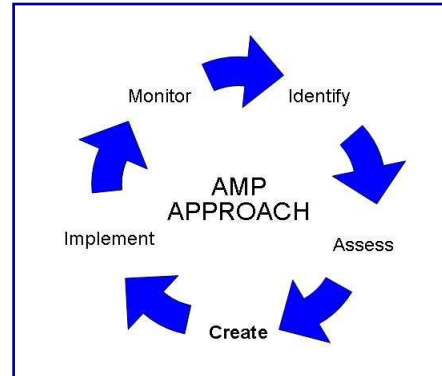
- Formation (incorporation, structure, etc.)
- Physical Setup (location, fixtures, etc.)
- Systems Setup (computers, accounting systems, etc.)
- Human Resources (hiring, payroll, incentives, etc.)
- Financing (banking, funding, reporting, etc.)

Approach

An Eagle Strategy Group Consultant works as a "Mentor" with an entrepreneur or team of entrepreneurs. Through group workshops and/or interviews the Mentor helps the entrepreneur identify goals or potential business areas for the venture. The Mentor then facilitates the assessment and creation of a business plan by training the entrepreneur on what is included in a business plan. The Mentor then helps the entrepreneur

implement the business plan by guiding the entrepreneur through the startup of operations and monitoring the results of the new venture.

AMP for Startups is a flexible approach that can be utilized at any step in the business startup process. For example an entrepreneur creates a management team for a new venture. The team includes members with backgrounds in finance, marketing, and sales. The Mentor trains the team on how to create a business plan as well as additional tasks that need to be completed to launch the business. As the team hits road blocks the Mentor is available to guide the team through the issue. After launch the team continues to use their training to continually update the venture's strategy and business plan keeping the company organized and all members of the team on the same page.



Results

What results can you expect from an AMP for Startups Project?

- Business Plan written for your needs with input from key players.
- Better prepared to launch the venture and react to issues as they surface.
- Understanding among management on the goals of the venture.
- Faster speed-to-market by decreasing time to complete business plan and other startup activities.
- Management team prepared to make changes as the business environment changes.

Contact

Eagle Strategy Group, based in Manhattan, NY, provides business strategy consulting for startups. We have completed business strategy projects for startups in Automotive, Consumer Goods, Internet Services, Hospitality, and many other industries. Eagle consultants have demonstrated success in P&L/General management, operations, information technology, finance, startups, process engineering, supply chain, and product development.

For more information on AMP for Startups or other consulting programs visit www.eaglestrategygroup.com. For copies of this sell sheet go to <ADD LINK> and for copies of the AMP sell sheet got to <ADD LINK>. For additional questions and pricing contact:

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