



SERRA VENTURES, LLC

COMPREHENSIVE RESOURCES
FOR EMERGING ENTERPRISES



OUR COMPANY

- **SERRA VENTURES, LLC IS A PROFESSIONAL ADVISORY FIRM OFFERING A COMPREHENSIVE SUITE OF SERVICES TO THE MIDDLE MARKET, WITH A SPECIAL EMPHASIS ON EARLY STAGE AND EMERGING HIGH TECHNOLOGY COMPANIES.**



PROFESSIONAL TEAM



**TIM
HOERR,
CEO**



**DENNIS
BEARD,
PRINCIPAL**



**ALYSSA
HOERR,
CONSULTANT/
RESEARCH
ANALYST**

CORE VALUES

TEAMWORK

- SV employs and collaborates with experienced professionals, with each team member bringing special competencies and passions to each project.

INTEGRITY

- Continued success depends on fostering the principles of fairness, honesty, and accountability. Every interaction, negotiation, or agreement is based on mutual trust and respect.

INNOVATION

- Multi-disciplinary backgrounds and years of experience provide the foundation for creating highly innovative solutions that meet our clients' needs.

EXCELLENCE

- Our customers and business partners recognize that Serra Ventures' team members take great pride and are motivated by our tradition of achieving excellence.



PROFESSIONAL SERVICES

- **SERRA VENTURES PROVIDES A DIVERSE AND COMPREHENSIVE SET OF SERVICES TO ITS CLIENTS:**
 - BUSINESS PLAN DEVELOPMENT**
 - STRATEGIC PLANNING**
 - CAPITAL FORMATION**
 - ORGANIZATION DEVELOPMENT**
 - MERGER/ACQUISITION TRANSACTION ASSISTANCE**
 - ENTREPRENEUR-IN-RESIDENCE ASSISTANCE**



BUSINESS PLAN DEVELOPMENT

- **DEVELOPMENT OF COMPREHENSIVE BUSINESS PLANS / PROFILES WHICH HIGHLIGHT THE NECESSARY INFORMATION FOR POTENTIAL INVESTORS, BANKERS, AND OTHER KEY STAKEHOLDERS.**
- **COMPREHENSIVE MARKET RESEARCH.**
- **FINANCIAL MODELING AND PREPARATION OF FINANCIAL PROJECTIONS.**

STRATEGIC PLANNING

- ORGANIZATIONAL ANALYSIS OF COMPANY'S ENVIRONMENT, CULTURE, COMPETENCIES AND ASSETS.
- CUSTOM STRATEGIC PLANNING PROCESS TAILORED TO SPECIFIC NEEDS OF EACH CLIENT.
- LEADERSHIP TRAINING AND TEAM BUILDING.

CAPITAL FORMATION

- **PREPARATION OF A CAPITAL FORMATION PLAN USING THE MOST APPROPRIATE COMBINATION OF DEBT, EQUITY AND GRANT FUNDING.**
- **HANDS ON ASSISTANCE IN COMMUNICATING THE BUSINESS OPPORTUNITY TO APPROPRIATE PARTIES.**

ORGANIZATION DEVELOPMENT

- **CUSTOM DEVELOPMENT PLANS UNIQUE TO YOUR ORGANIZATION.**
- **CUSTOM SURVEYS/CONFIDENTIAL STRUCTURED INTERVIEWS.**
- **RECRUITING ASSISTANCE.**
- **CREATION OF A “THANK GOD ITS MONDAY” ORGANIZATIONAL CULTURE.**

MERGER/ACQUISITION TRANSACTION ASSISTANCE

- FORMAL ASSISTANCE IN THE STRATEGIC PROCESS OF SELLING OR BUYING A BUSINESS OR BUSINESS UNIT.
- IDENTIFICATION OF GOALS, DESIGN OF METHODOLOGIES TO ACHIEVE GOALS AND EXECUTE THE STEPS TO DEAL CLOSE.

ENTREPRENEUR-IN-RESIDENCE ASSISTANCE

- **MANAGEMENT CONSULTING GUIDANCE AND SPECIALIZED TRAINING BY SERRA PRINCIPALS.**
- **ADVISORY SERVICES TO EARLY-STAGE COMPANIES.**
- **SPONSORED BY UIUC RESEARCH PARK.**



SERRA CAPITAL FUND

- **INVESTMENT IN SELECTED OPPORTUNITIES.**
- **SPECIFIC FOCUS ON COMPANIES IN I.T./SOFTWARE, LIFE SCIENCES, CLEAN TECHNOLOGY AND AGRICULTURE TECHNOLOGY.**
- **CONFIDENTIAL REVIEW AND ASSESSMENT OF INVESTMENT OPPORTUNITIES.**



WHY SERRA?

- **SERRA VENTURES' PRINCIPALS BRING DECADES OF BUSINESS EXPERIENCE SPANNING MULTIPLE DISCIPLINES AND INDUSTRIES.**
- **SERRA VENTURES' TEAM WORKS TOGETHER TO ENSURE THAT THE HIGHEST QUALITY WORK PRODUCT IS OFFERED, AND A PRACTICAL, REAL-WORLD SOLUTION IS DELIVERED.**



OTHER RESOURCES

- **WHITE PAPER SERIES**
- **ENTERPRISEWORKS TRAINING SERIES**
- **CUSTOMIZED TRAINING AND PRESENTATIONS**



CONTACT INFORMATION

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