



KEYSTEP *Growth & Finance*

Vision**Action**Results





www.keystep.com

What is standing between you and success?

With every stage of growth comes a new set of challenges that must be overcome. What is standing between where you are now and where you want to be?


Are you:

- A startup entrepreneur with an engineering or technical background who is not well versed in key business fundamentals?
- A senior executive with an established technology company that has hit a “revenue ceiling” or is struggling with other growth challenges?
- Seeking to secure capital through a public offering, a debt issue, private investment or a government funding program?
- Ready to restructure for improved performance; reduced costs or to prepare for merger and acquisition activity?
- Interested in implementing private sector best practices in your public sector organization?
- A decision maker in the public sector who is challenged to deliver effective programs and services to the business community?

Keystep Growth & Finance can help. We work with startup, emerging and mature high tech product and service companies, as well as public sector organizations, to achieve success that is sustainable over the long term. Our expertise spans Telecom/Wireless, Software, Government R&D, Innovation and Economic Development, Location-based Services, and the Environment.

In today’s volatile marketplace, executive teams must be quick, adaptive and nimble. Our experienced industry executives provide the hands-on mentorship and practical training that your team needs. We can participate at the board level, undertake specific short-term assignments and deliver on consulting projects.





Discover how our methodologies and practical training programs can be put to work for you.

How Keystep makes a difference

At Keystep, we understand that there are no “stock” solutions. Each situation is unique. We embed ourselves within the client’s organization to engage with their team and evaluate their needs without pretension. There is no other way to develop a comprehensive and executable strategy that is the right fit, with the right focus, at the right time.

Through board of director positions, consulting, interim executive on-site, mentoring and training services, we help our clients with:

- Strategic Growth and Execution
- Market Development
- Product Development, Introduction and Migration
- Financing
- Multi-disciplinary Operational and Project Management

Our multidisciplinary approach allows us to work closely with all aspects of your business. We understand the motivations and priorities of the people in each of your departments, and we know how to involve them in an effective, collaborative process.

This hands-on approach provides the mission-critical knowledge transfer that will ensure when our job is done, your success will continue. This is the Keystep difference.



Where Keystep can help you achieve success

The Keystep team includes seasoned business executives with decades of know-how in making business happen. We draw on our own past experiences, industry best practices and, as required, an extensive network of specialists in law, tax and corporate governance, to help our clients succeed.


Our advisory services are complimented by hands-on training programs. These are designed for situations where a client wants to expand the skill set of a technically focused team in order for them to undertake business projects, or improve their collaboration with team members or departments that are more business focused. Participants are provided with the clarity, insight and practical tools they need to achieve a timely and effective execution of key businesses processes.

Through this multi-disciplinary blend of advisory and training services, we help our clients to:

- Develop practical business strategies for revenue and profit growth
- Translate that strategy into successful execution
- Undertake market validation to orient product development and sales
- Define competitive products that will win
- Build effective programs to position products and maximize lead generation
- Grow their sales team and/or reseller network globally
- Identify sources of growth financing; facilitate access
- Complete successful mergers, acquisitions and public offerings

Our track record speaks for itself. Scores of technology companies in North America, Europe and Japan have turned to us to help them break through their barriers to success.





If you are ready to take the next step, contact Keystep today for a no obligation consultation.

What people are saying about Keystep?

"Keystep's knowledge in the area of early stage business planning has been very effective in providing special courses for academic entrepreneurs connected to the CITO funding program. Keystep's advisors are excellent educators. It also has a strong consulting portfolio and has been instrumental in securing strategic funding for several SMEs and multinationals, as well as for not-for-profit organizations."

Peter Leach, Past President of CITO

"Keystep played an instrumental role in the initial development of Carleton University's flagship innovation program -- the Foundry Program. The Keystep team demonstrated an impressive ability to identify the value propositions of several nascent technologies developed by our faculty."

Luc Lalande, Co-Founder at IdeaBridge, Director at Carleton University

"I worked with Keystep on the business plan for the formation of the Canadian GeoProject Centre, an NPO established to develop international business in the geospatial information sector. Keystep's consultants are very knowledgeable in business planning and strategy development; their input was instrumental in the development of a comprehensive and realistic plan."

Ed Kennedy, President, Canadian GeoProject Centre

"Keystep Growth & Finance took a lead role in an application for government financing on behalf of our startup technology company. Keystep quickly understood our business and technology and led us through the process to document, present and defend our application. We received significant funding that would not have been possible with the same scope, timing and terms, without Keystep."

Lanny Klassen, Vice-President Excino Technologies.

"Keystep led the successful application for a three year \$8M Technology Partnerships Canada (TPC) project, a project which was critical to the ongoing viability of Metrophotonics as VC funding opportunities dried up. Once the project was approved, Keystep worked with the company to ensure all contractual requirements were met."

Mike Davies, former Board Member, Metrophotonics

"I have known Keystep for a few years having interacted with them on new opportunities in the Canadian market and internationally. I have benefited from these interactions as Keystep has the ability to identify the issue, find areas that require consideration and quickly focus on key items that need action. Tremendous value."

Vijay Jog, President, Corporate Renaissance Group

"Over the past decade, Keystep has provided me with consulting services relating to market development, and corporate restructuring. The advice has proved invaluable as it was accurate both in terms of strategy and tactics. I have no doubt in my mind about Keystep's capabilities and therefore can offer my highest recommendation for their services."

Patrick McConnell, Owner, CEO, Atlantis Scientific

"I had the privilege of working with Peter Kallai from Keystep at Enablence Technologies. Among various assignments, Peter was tasked with merging the marketing functions of four disparate companies into a common brand and he did so with the utmost professionalism while producing great results. Peter's project management skills and attention to detail are outstanding and he consistently delivers results that exceed expectations."

Will Bryan, Sr. Director Marketing and Product Mgt., Enablence Technologies

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The Keystep team

Peter Kallai, President

Peter Kallai is a senior high-tech management consultant with extensive experience in both the private and public sectors. He has provided advisory and training services to dozens of mature and early-stage technology companies, as well as non-profit and government organizations. Peter has developed proven methodologies and practical training programs to help technology companies overcome the most common problems or challenges they face at various stages of their development. Most recently Peter was the VP of Strategic Analysis & Global Marketing at Enablence Technologies and helped it to grow from \$3.2 million to \$100+ million in revenues.

Don Ball

Don has held a variety of engineering, marketing and sales positions in technical fields over the last 20 years, and understands the processes and challenges involved in commercializing technology products. He is keenly interested in developing and commercializing technologies that improve the environment and the quality of our lives. Throughout his career, Don has worked with leading Canadian space-technology, information systems and R&D organizations.

Dennis Nazarenko

Dennis has over 25 years of technology industry experience in both technical and business capacities. He has led teams tasked with strategic busi-

ness planning and new venture development to identify and pursue new commercial market opportunities, negotiate channel partnerships, and integrate operations following mergers and acquisitions. His collaborations have included internal teams, industry/government projects, and multi-company efforts of both national and international scale.

Sandra Bornn

For more than 15 years, Sandra has helped organizations define their brand online and in print through an integrated approach that blends aesthetics with deep technical expertise. Her range of experience spans design and marketing projects in print, new media and social media, for both public and private sector organizations. She provides the high-level analysis that is required to ensure a project will fit the client's needs, business objectives and budget.

Leo Valiquette

Leo is a media and communications professional with more than 10 years experience. He worked as a business journalist for more than eight years, including three years as editor of the Ottawa Business Journal and its specialty publications. As a writer, editor, PR consultant and project manager for content creation, Leo helps individuals and organizations define their message and ensure a clear and effective delivery.

Call or email President Peter Kallai
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