



## KeyRoad Managing Growth

### INTRODUCTION:

**Melcion Chassagne & Cie (MCC)** is an international senior business advisors group dedicated to serving entrepreneurs with locations in Paris France (serving Europe), Boston, Chicago and San Francisco.

With a combined 120 years of experience, we empower entrepreneurs to excel in their creation of value while helping them maximize their equity position. We advise them in all matters important to them including strategies, organizational development, business development, and finance engineering. We also assist him/her in his/her decisions around equity structuring and relationship with other shareholders. 80% of our time is spent on advising the entrepreneurs (for which we do not bill until the entrepreneur can measure our contribution to his/her success) and 20% on intermediation (business development and trading, and corporate finance).

We have approximately 350 entrepreneurs under portfolio in all industrial, technology, retail and service sectors. Our projects (and the entrepreneurs that originate them) currently are at different stages of maturity: start-up, buy of companies, growth and high growth, international development, and sell of companies when strategically warranted.

### TARGET AUDIENCE:

1. Established serial entrepreneurs, preferably in the \$10MM to \$500MM revenue and in the \$1MM to \$100MM EBITDA range. These individuals might just have: (i) sold a company; (2) are looking for their next engagement; (iii) are in the middle of expanding one and looking to develop a growth strategy; (iv) are in the process of a build-up; (v) or any other scenario involving growth, acquisition, divestiture or even consolidation.
2. Young up and coming entrepreneurs looking for advisors who can help them scale and grow.
3. CEO or GM of large business units or even mid-size corporations tired of the corporate world and who are looking at opportunities to do things on their own through management Buy-Outs, LBOs or any other combination involving "taking charge".
4. Entrepreneurs who recently reached a liquidity event and who are setting up a family office and are

looking for new and interesting opportunities.

5. Any other "odd duck" entrepreneurs. We have been known to help people who are diamonds in the rough and who need help figuring it out.

### BUSINESS MODEL:

We provide our services at no charge until our value added is measurable and recognized jointly by the entrepreneur and us or until there is a consumed transaction for which we have contributed recognized value. We do not charge a retainer or an hourly fee for our services. To avoid any possible conflict, we do not invest in our clients' enterprises nor do we loan any money for their operations.

### BACKGROUND:

Thirteen years ago three French entrepreneurs created this firm. Two are still actively involved and it has grown to 8 partners since the firm implemented this working model ten years ago. With customers in all geographies with a current majority coming from Europe and the United States, the partners build very long lasting relationship with entrepreneurs in support of their activities over a long period of time.

### CHALLENGES CUSTOMERS FACE:

- Customers we worked with want to:
- ⇒ Maintain as much of their equity as possible while growing their business over time
  - ⇒ Develop a business without venture money
  - ⇒ Buy companies for expansion and growth
  - ⇒ Manage start-ups and early stage companies
  - ⇒ Management or leverage buy-out
  - ⇒ Develop business and build strategic relationship

**We have helped "our" entrepreneurs achieve significant results and if interested to learn more please contact:**

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