

CLEMON CONSULTING

WE START WITH YOU

In collaboration with



THE CLEMON CONSULTING DIFFERENCE

We start with You

Clemon Consulting recognizes that every engagement starts with You. There is a pain point or need which has brought You to Us.

We are here to support you and your organization by:

- Bringing the right resources with the right experience to:
 - Navigate complex business transactions, provide strategic thought leadership, solve problems, and add value.

At our core we operate at the highest standards of integrity and ethics to:

- Gain your trust, and,
- Execute a plan of action which delivers results.

LEADERSHIP



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CLEMON

CONSULTING
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Rick Clemon CPA, CGMA

Rick founded Clemon Consulting based on the principal that companies deserve a trusted, strategic thought leader to support their needs when navigating complex business transactions. He is an experienced executive committed to adding value and being a cross-functional business partner to his clients.

Rick has been the CFO for multiple Venture Capital and Private Equity sponsored companies in industries including Biotech, Life Sciences, Med-Tech, Aerospace and Defense, Consumer Electronics and Frontier Technology. He has experience with M&A, budgeting and forecasting, scenario modeling, both recurring and non-recurring revenue models, investor and sponsor decks, technical accounting, SEC reporting, process improvement, operational efficiencies and more. His three-decade long career began at Andersen then EY; he has worked with start-ups and multi-billion-dollar public entities.



IDEA VALIDATION & MARKET RESEARCH

Financing the Project

Attracting Talent

Pricing



FINANCING THE PROJECT

Key considerations:

Where are we as a business BEFORE:

- Revenue stage
- Cash position
- Time since last raise and investor expectations
- Closely Held, Seed/pre-seed, VC, PE

Time horizon:

- First mover
- New to market
- Competitive landscape

Funding sources:

- Internally generated funds
- JV
- Funded R&D
- Debt
- Equity raise

Is the juice worth the squeeze

- What is the ROI in EV
- Lower ROI – internally funded
- Higher ROI – external investment



ATTRACTING TALENT

Key considerations:

Existing team:

- Are they setup for success?
- Do we have the skills in-house / time for training?
- How will they be impacted by, or perceive an external hire
- Effect on career growth

Opportunity:

- Is this the inflection point to bring in:
 - Stronger talent
 - Product and market expert

Is the juice worth the squeeze

- What is the ROI in EV
- Lower ROI – internally funded
- Higher ROI – external investment

Motivation:

- You get one chance to do this right
 - Fresh blood
 - New contacts / domain expertise
 - Signal exponential growth



PRICING

Key considerations:

Pricing elasticity

- Consumer value perception
- Don't leave money on the table
- Pricing:
 - Can come down,
 - Difficult to increase
- Build in room for:
 - Promotions
 - Rebates

Margin requirements

- COGS Economies of scale in volume
- Channel and Direct sales
- Market margins and valuation implications

Volume pricing

- Tiering your customers
- Bundles

Launch timing

- Product seasonality
- Channel partner buying cycles

QUESTIONS?