

*What is your business worth?  
Are you investing in its future?  
Are you "putting out brushfires"  
60+ hours per week,  
or building value for the long-term?*

*Does realizing a return  
on your investment  
and your efforts  
depend on a yet-to-be determined  
business exit strategy?*

---

***Amplytude  
will enable you  
to achieve  
your long-term  
business objectives***

---

Contact  
Amplytude for a  
***free, no obligation***  
business evaluation.

***Maximize your  
Amplytude.***



**Amplytude Partners LLC**

103 Head of Meadow Road  
Newtown, CT 06470 • USA  
Tel: 203.837.0007  
vjp@amplytude.com  
www.amplytude.com

---

**Vincent J. Pietrorazio**  
Managing Partner

 **AMPLYTUDE™**  
Maximizing Value for Small Business



*Small business advisement  
services and deliverables  
which can make a  
**critical difference**  
for entrepreneurs  
in creating  
sustainable growth  
and long term value*



## Capabilities & Service Offerings

### Approach

Amplytude works with you and your small business to create lasting growth and value for the long-term. We do this by providing expertise, experience, and key deliverables in strategic areas tailored to your particular business, industry, and core competencies. We then develop specific tactical solutions aimed at achieving planned outcomes.

Amplytude delivers very attractive value to clients, and services are typically contracted on a per project or per hour basis.

In some cases, Amplytude acts as a business advisor/partner on an ongoing basis.

- **Business Planning**
  - Business Plan Authoring & Publishing
  - Growth Initiatives
  - Financial Forecasting
  - Loan & Capital Proposals
  - Presentation Design & Materials
- **Strategic Marketing**
  - Product & Service Offering Management
  - Market Positioning
  - Sales Channel Architecture
  - Advertising (print and web design)
- **Business Succession**
  - Family Generational Succession Planning
  - Valuation & Recapitalization Advisement
- **Transaction Advisement**
  - Acquisition & Exit Strategies
  - Transaction process management, communications and negotiations

For more information, visit [www.amplytude.com](http://www.amplytude.com)

## Amplytude: \ˈam-plé-tüd\ (noun) -

Magnitude as measured from a reference to its maxima.

### Mission & Values

Enabling small businesses and entrepreneurs to "Maximize their Amplytude", and thus their potential for sustainable growth, profitability, and long-term value.

Amplytude strives for:

- integrity
- exceptional value, quality, and professionalism in workmanship and services
- teamwork, and will solicit and listen to the thoughts and perspectives of others
- tactical execution of recommendations, rather than offering just strategic advice.

### Vincent J. Pietrorazio, Managing Partner

A proven entrepreneur and business development leader, Vincent has a diverse 20-year record of domestic and international experience in various industries, including life sciences, electronics, contracting and consulting services. He has hands-on experience in business investment initiatives from both buy and sell perspectives, including strategic planning, market research, finance, target valuation, transaction negotiations, and change management. This expertise is complemented by a rare combination of interdisciplinary operational experiences in marketing, product management, engineering, field service, and accounting, which creates a broad foundation for identifying opportunities and building value.

Vincent is currently the Managing Partner of Amplytude Partners, a professional consulting practice dedicated to maximizing long-term value in small businesses. He has particular strengths in succession transitions, business planning, and strategic marketing. Prior to Amplytude, Vincent held senior management positions in Kendro Laboratory Products (a life science products manufacturer) and AMS/Neve (a Siemens subsidiary and manufacturer of professional audio communications equipment).

Currently, Vincent serves as CFO/Treasurer and as a board member of Connecticut Combustion Corporation, and a member/partner of Audio Engineering Services LLC. He also has US and international patents pending on a new electronic device for restaurant services.

Vincent holds an M.B.A. from Connecticut State University, a B.S. in electrical & systems engineering with a concentration in economics from the University of Connecticut, and an A.S. in electrical engineering technology from Waterbury State Technical College.

