

- **Strategic Marketing**
(Product-Place-Price-Promotion-Positioning)
- **Business / Financing Plans**
- **Transaction Advisement**
(Acquisition / Divestiture / Change Mgmt)
- **Project Management**
- **Closely-held & Family Business Succession Planning**

For further information about how
Amplytude can maximize your
business performance and value,
please visit our website at
www.amplytude.com

The screenshot shows the Amplytude website homepage. At the top left is the Amplytude logo. Below it, the text reads "Business consulting and advisement services, initiatives, and project management...". A central banner features a collage of images: a hand holding a seedling, a compass, chess pieces, a watch, a hand typing on a keyboard, and a hand holding a pen. Below the banner, a quote states: "... focused on the long-term growth, profitability, and value maximization of your business." On the right side of the banner, there is a small photo of Vincent J. Pietrorazio, Managing Partner, with a quote: "Welcome to the Amplytude website / I look forward to hearing from you. Please feel free to call or email. And thank you for 'surfing'!" At the bottom left, there is a list of services: Strategic Marketing, Business Plans / Financing Preparation, Marketing Communications / Web / e-commerce, Closely-held Business Succession Transitions, and Acquisition / Divestiture / Change Management. Contact information includes the phone number 203.837.0007 and email vjp@amplytude.com.

Amplytude: *'amp-lé-tüde (n)*
Magnitude of the highest value; at maxima

*Amplytude is a professional
consulting practice
offering a full range of
business advisement services*



Amplytude Partners LLC

103 Head of Meadow Road
Newtown, CT 06470 • USA
Tel • (203)837-0007
Fax • (203)548-9847
Email • vjp@amplytude.com
Web • www.amplytude.com

Vincent J. Pietrorazio
Managing Partner

AMPLYTUDE™
Business Performance @ Maxima





The Amplytude Approach

The Amplytude mission is to enable businesses and entrepreneurs to “Perform @ Maxima”, and thus maximize their potential for sustainable growth, profitability, and long-term value.

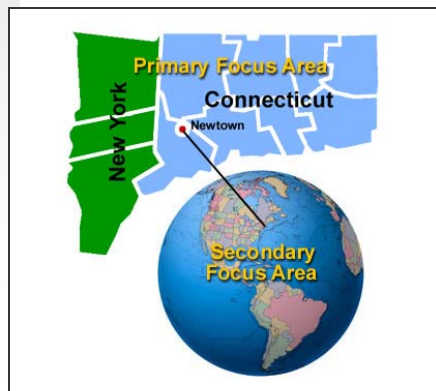
Amplytude strives for:

- Integrity
- Exceptional value, professionalism, and quality in workmanship, services, and deliverables
- Teamwork, and will solicit and listen to the thoughts and perspectives of others
- Tactical implementation of our recommendations, rather than merely offering just strategic advice.

Amplytude works with you and your business to create lasting growth and value for the long haul. 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 can act as a business partner/advisor on an ongoing basis.



Services & Deliverables

- ❑ **Strategic Marketing**
 - Product / Service Offering Management
 - Market Positioning & Sales Channels
 - Advertising & Promotion (print and web)
 - Price / Volume / Product Mix Analysis
 - eCommerce / eMarketing Solutions
- ❑ **Business / Financing Plans**
 - Business Plan Authoring & Publishing
 - Growth Initiatives and Financial Forecasting
 - Capital Proposals (Debt and/or Equity)
 - Presentation Design and Materials
- ❑ **Transaction Advisement**
 - Acquisition, Divestiture, Change Management
 - Offer Memorandum Authoring & Publication
 - Transaction Auction Process Management
- ❑ **Product Management**
 - Business Development, Marketing, Product Development
- ❑ **Closely-held & Family Business Succession Planning**
 - Family Generation Succession & Transitions
 - Valuation and Recapitalization

Why Amplytude Offers the Best Quality & Value

- **Experience**
 - Breadth of Offering (Business Development, Marketing, Finance, Product Management, Engineering)
 - Depth of Offering (Strategic Planning, Succession Transitions, Acquisition/Divestiture Transactions Strategic Marketing)
 - Industry Experience (Life Sciences, Electronics, Contracting Services, Consulting)
- **Effectiveness**
 - Focused on your business and project(s)
 - Confidential, with no “internal politics” or agendas
- **Economical**
 - A fraction of the price of large consulting firms or investment banks, while offering commensurate services, deliverables, and professionalism.

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, modeling, transaction negotiations, and change management.

This expertise is complemented by a rare combination of interdisciplinary operational experiences in marketing, finance, engineering, and field services, which creates a broad foundation and unique perspective for identifying opportunities and building value.

He has recently conceptualized and designed a new electronic product for restaurant marketing, on which he has pending US and international patents.

He currently serves as CFO/Treasurer and is a board member of Connecticut Combustion Corporation, a growing northeast specialty contracting business. He is also a member of Audio Engineering Services LLC, a nationwide professional communications services company.

Prior to Amplytude, Vincent was Director of Business Development and a partner/investor in Kendro Laboratory Products, a \$400 million premier manufacturer of life science products. He has also held key positions in marketing, finance, and engineering in several leading companies.

Vincent holds a 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.