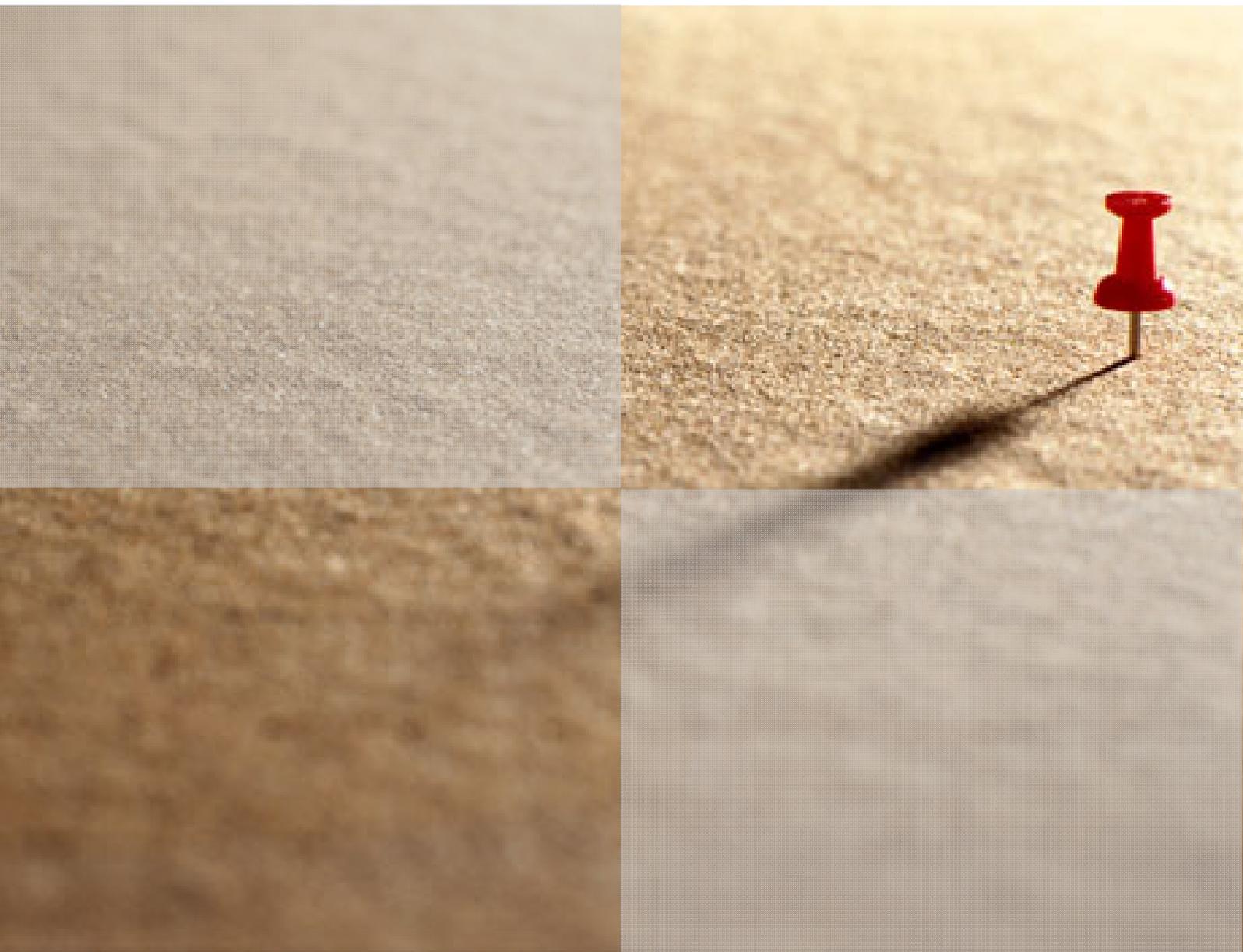


pearsall | tatham | mcgrath





about pearsall tatham mcgrath

Most executives are fully aware of the expertise needed to commercialise new products and services, turning good ideas into successful businesses. However for many early stage businesses, budget, timing and other constraints will often preclude engagement of 'in-house' expertise to deliver these. That's where pearsall tatham mcgrath (ptm) helps by providing expert advice and hands-on contributions in all areas of commercialisation, from business development to capital raising, on a project by project basis. At ptm our mission is to **maximise your businesses potential** and we live and breathe our mission by complementing your in-house skills with the kind of hands-on advice and executional capabilities needed to guarantee a successful outcome.

our services

We offer clients a number of ways to engage, from short discreet projects to longer term assignments on an interim management program. In addition, we help clients to access grant assistance to help offset the costs of projects through initiatives like Commercialisation Australia.

market research

A clear and concise understanding of the nature, scope and dynamics of the market is a fundamental building block of any commercialisation project. With access to the broadest range of commercially available research and a highly skilled team of hands on analysts, ptm is uniquely equipped to provide insightful analysis of the market opportunity including the market trends, dynamics, revenue potential and any developing competitive threats. Additionally our research projects outline the most attractive strategic options for pricing, distribution and market entry.

business planning

At ptm, business planning projects go way beyond the development of a document. Typical projects encompass a broad range of activity, from a critical and constructive review of existing plans to the deconstruction and rebuilding of a business model to meet changing market environments. And although most clients understand the importance of business planning, many early stage businesses are short on experienced resources to work on the business rather than in the business. A ptm business planning project delivers sound advice, implementable strategies and, of course, a plan that will serve not only the business but will stand up to the rigorous interrogation of professional investors.

marketing planning

Marketing planning at ptm begins by helping our clients to establish clear and concise insights into the needs, wants and behaviours of their target market. Detailed reviews of the brand and product positioning; segmentation strategies and appropriate value propositions are developed with one aim, to attract customers via actionable, ROI driven marketing plans and effective communications initiatives.

financial planning

From astute cash flow analysis to rigorous capital planning strategies, from statutory reporting to the development of detailed financial models and tailored historical/forecast financials for bank, investor and IPO documentation, ptm provides strategic advice and hands-on financial planning support to a broad range of new start and well established clients. In addition, we help our clients evaluate and gain access to the many Government and other sources of grant assistance programs.

capital raising

At ptm we have more than 20 years experience in developing appropriate investment strategies for our clients and in putting good ideas in front of the right investors. Whether its debt or capital, ongoing involvement or exit, ptm helps to structure the most appropriate deal for the business and its shareholders, current and prospective. ptm is affiliated with Cartesian Capital Pty Ltd, an internationally focussed specialist Investment firm providing a range of comprehensive and innovative capital solutions.

the ptm team

Chris Pearsall

Practice leader, business strategy and capital formation

Chris Pearsall is a hands-on operational executive with over 25 years experience in management and marketing in a variety of industry sectors. His key skills lie in strategic planning, business plan development and execution and international marketing. He has extensive experience in negotiating partnership alliances, joint ventures, labour contracts and general commercial negotiations.

Chris's clients also benefit from his last 17 years in investment banking where he has been the driving force behind a number of start-up companies with active roles in leading and managing merger, acquisition and divestiture projects and numerous debt and equity capital raisings, including two IPOs. Chris has also held COO and CEO positions in several companies where he improved economic performance through the implementation of proper planning and controls, significantly increasing the value of the businesses.

Chris maintains an active involvement in marketing. He has a sound working knowledge of doing business in Asia and Europe and has worked extensively developing international opportunities for Australian, European and US companies.

Chris has a bachelor's degree in Political Science and Economics from Macquarie University in Sydney and a certificate in Information Technology Management from Melbourne University. Chris also undertook an MBA program in Technology Management at the University of Phoenix.

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Stuart Tatham

Practice leader, finance and financial planning

Stuart has been involved in banking, corporate finance and management advisory services in Australia and throughout the Asia-Pacific region for the past 30 years. He brings first class financial analytical skills to projects requiring interpretation of both the business plans and the aspirations of clients seeking to expand their business potential.

Stuart was previously with a major Australian mining services organisation which underwent a very successful IPO on the Australian Stock Exchange; his role included active participation in the preparation of the prospectus for this listing. He was also responsible for the preparation of investment proposals including financial spreadsheet analysis, forecasts and recommendations for major new initiatives in accommodation property, transport, aquaculture, manufacturing and other service industries.

Since the early 1990s Stuart has provided independent management and finance services to a variety of clients in a diverse range of industries as well as arranging finance for high value capital equipment. Stuart has acted as adviser to a major US medical equipment manufacturer in China providing them with strategic plans as well as the hands-on implementation of those plans, negotiating agency and distribution arrangements, identifying suitable operating personnel and documenting contractual agreements.

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Paul McGrath

Practice leader, market research, brand planning and marketing

Paul brings more than 15 years experience as a principal consultant leading local and international brand marketing planning assignments for major corporations and small businesses throughout the Asia Pacific region.

Originally an industrial chemist working in the field of polymer science, Paul soon realised his passions lay elsewhere and began to apply his analytical skills in the challenging arena of advertising and for over 20 years worked internationally with a number of the world's leading advertising groups including Euro RSCG, George Patterson and Lowe.

Moving to Australia in the mid 90's Paul opened his own Marketing consultancy, dialogue m c, advising corporate businesses, entrepreneurs and start up businesses, in the fields of market research and analysis and the development of value propositions, pricing models, distribution strategies, channel marketing strategies and communications planning.

In addition, Paul develops and delivers a range of market validation due diligence assessments for venture capital funds and professional investors across a range of sectors including: automotive, financial services, medical and healthcare, technology and travel. Paul is a Founder and Fellow of the Institute of Direct Marketing and a Fellow of the Institute of Sales and Marketing Management.

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