



Business Development Consulting Co.

Merge Business Development Consulting Co. Frequently Asked Questions



Your wood from trees

What does merge Consulting do?

We introduce new products and services to the Egyptian market by identifying the best target markets, price points, and especially, the level of competition they will face. Through:

- **S**etting realistic, attainable, and measurable short- and long-term goals.
- **A**nalyze markets - services, clients, competition, and resources.
- **C**larify niche.
- **D**efine positioning.
- **P**lan strategies to achieve goals and metrics to manage progress.
- **P**lan and facilitate retreats that help shape the "big picture."
- **M**ake it happen.

What industries do you specialize in?

We take pride in our ability to learn the fundamentals of virtually any industry or technology quickly. Some of the markets we have served include medical devices, biotechnology, Internet/e-commerce, telecommunications, real estate, financial services, touristic services, healthcare services, manufacturing, retail, food service, consumer products, media and entertainment, enterprise software, insurance, energy, and networking. Having said that, we believe that the value we bring to the table is not industry expertise - which you already possess in abundance - but rather an understanding of what investors like to see in a potential opportunity.

Can you help us raise money?

Yes we can, the situation in Egypt is currently characterized by the facts that time is appropriate, investment appetites are high, industries are growing, and budgets are being expanded. Fully aware of this situation, we believe that we can make strategic introductions to potential investors to raise money for our client.

Do you ever invest in your clients?

Not at this time.

Do we really need a business development company?

If you run a business, then it's probably safe to say yes. We are easily digested and designed to persuade potential investors to pick up the phone and invite you to their offices for an initial meeting.

Why should we hire a business consultant instead of doing it ourselves?

You could easily spend 200 days or more preparing an investor-grade business plan, financial forecast, investor presentation, and investors approach. This is time you should probably be spending building your team, product, distribution channels, and customer base. In addition to our expertise in preparing these materials.

What makes your business company so special?

Merge combines unparalleled quality with a cost-effective package to create a consulting service with many competitive advantages.

The seasoned management is qualified for multiple services, such as business development, market development, market intelligence, and channel development. We provide this range of services to anyone from a high-level business firm to a home-based business owner; clients can always count on quick, accurate services from the company.

How does the process work?

Every situation is unique. However, some fairly common steps include the following:

- **I**nitial discussion to understand your basic needs .
- **R**eview your existing materials
- **F**ollow-up discussion to clarify details and agree upon the scope and fees for the project .
- **S**everal in-depth discussions to better understand the details, develop strategies, and agree on all major elements.
- **C**onduct additional research, as needed .
- **D**raft an Investor Presentation and review it with you to ensure that all parties agree on the high-level vision.
- **M**ake it happen.

How long does it take?

For a typical engagement, the typical time to completion is 3-5 months. The actual time can be influenced by the quality of your existing materials, the level of your participation, the complexity of your market and business model, and our current workload.

Can you work any faster?

Yes, for a "rush" fee - generally a 30% premium. We typically work on multiple projects at any point in time, and rush projects can strain our schedules.

Will you agree with everything I say?

Only if you're always right. One of our jobs is to help you avoid mistakes. We'll challenge your ideas and assumptions so that you'll be ready for the tough questions when you meet with investors.

What happens after achieving the desired target?

We remain available, at no extra charge, to answer follow-up questions, provide advice.

How do you price your services?

The fees are determined by:

- The scope of the project.
- The quality of your existing materials ,
- The clarity of your vision for your business model, marketing and distribution strategy, etc..
- The complexity of your industry and business model.
- The desired timing relative to our workload. In general, "rush" jobs will carry a substantial premium over projects that can be completed as our schedule permits.

Are you worth the money?

We believe we are our experience and specialized skills are a bargain compared to the many other professional services you employ.

Will you take all or part of your fees in equity, or defer it until after we raise capital?

Only under extraordinary circumstances.

Can you send us samples of your work?

Perhaps, in extraordinary cases, after a mutual agreement has been signed. Even though our sample materials have been heavily disguised, we still consider them to be extremely confidential. We prefer that you learn about the quality of our services by speaking with our past clients.

Where are you located, and how do you work with clients outside of your local area?

We are in Cairo - Egypt .

We rely heavily on the phone, e-mail, and fax. If desired, we are available to visit you at your offices for a day or two at a time.

Do you have references?

Certainly. We would be pleased to introduce you to our past clients.