

About Sides & Associates

“Practical Business Solutions for Growing Ventures”

Sides & Associates, Inc. (S&A) was founded in 2001 to help high-potential businesses drive and manage growth.

Whether our **clients** are executives at promising start-ups, rapidly-growing companies, or mature firms launching new businesses, we help them identify the right opportunities, plan and execute their next stage of growth, and manage the consequences of that growth on their organizations. These leaders need a partner who has deep expertise and experience in successfully navigating growth and who can enable them to effect change while focusing internal resources on core business operations.

At S&A, our senior **people** lead and execute all of the work. We hold MBA and engineering degrees from leading institutions and bring extensive operational management and consulting experience with top-tier firms. We have helped start-ups such as Touch Revolution, Red Herring, eHow, and Shipserv to choose a direction and establish a foundation for growth; rapid-growth businesses such as Genentech, XenoPort, Oversee.net, and Responsys to address critical growing pains; and industry leaders, such as Disney Interactive, Vodafone, SGI, The Sierra Club, and Barclay's Global Investors to assess new markets and achieve strategic growth objectives.

S&A's **approach** may include assessing issues and opportunities, devising strategies and plans, designing practical solutions, facilitating implementation and change programs, and establishing mechanisms for ongoing measurement and improvement that are carefully suited to each company's size, culture, and priorities. We're highly **flexible** in our delivery, and can accommodate short, single-consultant projects as well as major, multi-year initiatives, while working within our client's budgets.

Our track record of delivering results is evidenced by the 100% “exceeds expectations” ratings we are proud to have received from our clients.

S&A offers the following **Services:**

Setting the direction for growth

- Identify and assess new market opportunities
- Prioritize product and project portfolios
- Develop strategies and plans to pursue growth and new businesses
- Conduct customer, competitive, and product value research and analysis
- Define go-to-market strategy and positioning
- Perform due-diligence on investment opportunities

Managing growth

- Increase effectiveness and efficiency of governance, decision-making, and planning/budgeting systems
- Design scalable organization and team structures
- Establish new capabilities
- Improve performance of critical or problematic functions and processes
- Create infrastructure for attracting and developing a strong talent and leadership pipeline

S&A works primarily in these high-growth **Industries:**

- Biotechnology / life sciences
- Technology / software
- Green tech / clean energy
- Internet, media & interactive entertainment
- Financial services including venture capital