

Corporate Office:

Strateja & MerHan Associates
7150 SW Hampton Street
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Corporate Facts:

Founded: July 2009

Employees: 4

Corporate Contacts:

Scott McKeel – President

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Hannes Geiger – VP of Sales

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Mission

“Achieve Maximum Results with
Minimum Efforts by our Clients”

Vision

“Be considered THE Small Business
Magician in the mind of our markets”

Values

Passion

We love what we do and love what
the mutual work with the clients can
do for them. We equally hate the
alternative. Our clients work too hard
for ambivalence to prevail.

Respect and Trust

Clear expectations and measurable
results build trust and respect. Our
first priority is to give our clients our
best effort to maximize returns. We
will evaluate every customer
transaction for quality and if the
quality is not exceptional, there is an
immediate reaction.

Resource Consciousness

We help our clients to use their
resources wisely. We will decline
engagements if it is clear that our
work would be fragmentary and
unproductive because a client is to
deeply committed to other
consultants with contradictory
messages.

Value Creation

We understand the value of our
contribution to the bottom line of our
clients and that the value is related
to the price we charge.

Strateja & MerHan Associates
DBA as Strateja-XL, Inc.



Strateja & MerHan Associates

Company Overview

Strateja & MerHan Associates (“SMA”) was formed by Scott McKeel and Hannes Geiger in July 2009 as a collaborative partnership between Strateja-XL, Inc. and MerHan – Strategic Consulting and Coaching, LLC, in strategic business consulting and coaching dedicated to providing comprehensive management consulting services to start-up and emerging small businesses as well as small and mid-size businesses in transition.

SMA takes a holistic approach when evaluating businesses situations to identify the root causes of the challenges experienced. Recommended solutions are conceived and short-term action plans implemented with business coaching support to start moving the client’s company forward.

Market

SMA focuses on companies in transition such as start-up businesses / entrepreneurs, (preferably in the earlier stages of operation), and small and mid-size emerging businesses. SMA works with them to develop strategic plans (business, sales, marketing), required support in identification and implementation of effective processes for growth, and in overcoming business problems caused by the recent economic downturn.

Small and mid-sized businesses make up a sizable majority of U.S. markets. This environment is well suited for SMA. While the market for start-up is skyrocketing due to industry-wide lay-offs caused by the economic downturn, the knowledge base of these entrepreneurs is barely increasing, thus providing a need for SMA’s services to help businesses to move into the next growth period.

Value

SMA understands small business owners’ need for management and operational development skills, and the scarcity of those skills in the market. SMA takes advantage of the fact that no major competitor owns the concept of “small business consulting AND coaching” that uses proven and accredited coaching methodologies, a rigorous focus on proving optimal return on investment backed by a unique client satisfaction guarantee.

WE ARE MAGICIANS - MAKING BUSINESS PROBLEMS DISAPPEAR!

WE ARE DOCTORS – CURING YOUR BUSINESS AILMENTS!

WE ARE CONDUCTORS – ORCHESTRATING THE RIGHT RESOURCES FOR YOU!

WE ARE STRATEJA & MERHAN ASSOCIATES – BUSINESS CONSULTANTS AND COACHES – CREATING THE ENVIRONMENT FOR YOUR SUCCESS!

Services

By taking a holistic approach when viewing businesses situations, SMA identifies not only the root causes of the challenges experienced but provide solutions and results that go beyond the needs as perceived by our clients.

SMA is flexible, working with its clients in the fashion preferred by the client, be it on-site, remotely, or a combination of both. SMA typically works on a project in a team fashion to assist the client in all areas of the business simultaneously. This allows for all parties involved being in sync in terms of understanding the interconnections of all functional areas of the business.

The solutions SMA provides are created by combining resources and capabilities in:

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|------------|---|
| Consulting | We are helping customers to overcome business challenges by providing expert solutions in <ul style="list-style-type: none">- Organizational and Operational Development- Strategic Innovation and Business Planning- Business Development- New Product Development- Strategic Sales and Marketing Planning- Technology solutions pertaining to the World Wide Web |
| Coaching | SMA's coaching services use specific, internationally accredited methods of directing, instructing and training people, companies and organizations with the aim to achieve goals and objectives by providing ongoing support with the implementation of our consulting solutions. |

Management Experience

The owners of SMA have extensive experience in complementary disciplines, including organizational development, strategic innovation, sales and marketing, business and new product development, technology development pertaining to the World Wide Web and overall business management. SMA offers a list of services for business owners to choose from, depending on their particular business needs, including but not limited to: strategic planning for businesses, sales and marketing departments, management / leadership development, idea generation and new product introduction planning, sales training as well as training to develop a Coaching for Performance program and developing a sales organization both on a strategic and operational level.

Strategic Approach to Market, Competition and Growth

SMA succeeds by offering companies a comprehensive range of multi-cycle business planning and operational development solutions supported by implementation through on-going business coaching and verified through return on investment calculations; all our services are backed by a satisfaction guarantee.

SMA has a three-prong growth strategy. Initially, SMA will be based in Portland, OR with a growth strategy as follows:

- ⇒ Subcontract with consultants and coaches in other US and foreign cities to increase skills base and provide more "local contacts" for clients
- ⇒ Bring in new skills through hiring of additional consultants and coaches to potentially allow the offerings of new services to small business clients
- ⇒ Create alliances with Venture Capital firms to help their clients turn business ideas into successes thus protecting the VC firms' investments.

Addition to Value Proposition: SMA knows how to get maximum effect with minimum effort from the clients. Where other companies have "The Answer", SMA has a collection of tools and tool building knowledge. SMA understands how to obtain business goals with limited resources. The solutions and tools developed for client processes are streamlined for maximum efficiency using their limited resources.

There are a considerable amount of business consultants as well as business coaches operating in the greater Portland area as well as nationally. Research through surveys has identified that very few are providing a combination of consulting coaching services to support the implementation of their solutions developed as part of the consulting engagement. The most common problems reported with past consulting engagements were:

- ⇒ Poor quality of communication between consultant and client
- ⇒ Limited trust between consultant and client whether optimal solution has been provided due to lack of client subject matter knowledge
- ⇒ No way to measure results

The SMA approach to solving our clients' business challenges instead emphasizes communication, trust and results instead of simply providing a generic solution.