

# CPATH SOLUTIONS PREMISE

- CPath Solutions, LLC is a venture management firm, providing professional services to companies in either the launch or improve phases of their business lifecycle.
- CPath's partners represent a broad range of skill sets and disciplines and collectively over 100 years of business experience.
- From this life's work we have developed a proprietary process, Proactive Opportunity Management, which has proven to be successful across all industry sectors.
- Unlike consultants, CPath takes a hand's on approach to a client engagement often operating as an integrated part of their management team.

# CPATH SOLUTIONS HISTORY

**Each CPath partner traveled a different route before converging into CPath.**

- Mike Berman, a product of sales management for a large corporation, Mike brings significant company positioning and sales as well as general management experience in turnaround situations
- Alfred Blitzer, from an early background in operations and finance for a large manufacturer, Alf then successfully started and built his own businesses, ultimately merging them into larger firms.
- Jack Hughes, a managing partner of a Manhattan-based law firm that focused on small to mid-sized enterprises, helping them meet their many challenges, Jack went through his own repositioning by becoming a business executive focused on building organizational effectiveness.

# CPATH PROFILE

- Launch or improve situations, particularly for small to mid-market firms
- Process-driven
- Industry agnostic
- Results-based compensation
- Hands-on, thorough, comprehensive
- Fast and superior execution
- Orderly transition
- Proactive Opportunity Management

# PROACTIVE OPPORTUNITY MANAGEMENT

A proven process for engineering fast and sustainable results for companies in the launch or improve phases of their business lifecycle

- Positioning Assessment: Comprehensive analysis of a company's market strategies, operating structure, and competitive landscape
- Proactive Planning: Customized integrated tactical plans and go-to-market strategies
- Results Driven Implementation: hand's on execution, with CPath serving as part of the client's functional management and leadership team

# CPATH NETWORK

**Venture Capital**  
**Mezzanine Financing**  
**M & A Planning and Execution**  
**Bridge Financing**  
**Asset Based Lending**  
**Legal Advisory Services**  
**Corporate Structure**  
**Litigation Services**  
**Brand Management**  
**Logistics Services**  
**Accounting Services**

**Strategic Tax Planning**  
**Marketing Services**  
**Website Design & Hosting**  
**Creative Services**  
**Communications Consulting**  
**Business Outsourcing**  
**Professional Recruiting**  
**IT Consulting and Implementation**  
**Benefits and Compensation Planning**  
**Life Safety and Security Services**  
**Corporate Education and Training**

# CPATH SUMMARIZED CASE STUDIES

A selected cross-sampling of recent CPath Solutions engagements

- Positioning a \$3 million German software company to launch its North American business and achieve > \$1 million in first year sales.
- Restoring financial integrity and revising go-to-market strategies for a Westchester County-based IT services firm operating in Chapter 11.
- Reconstructing the sales strategies, sales force, training, and performance metrics for a Fortune 500 services company.
- Re-engineering finance, sales, marketing, and operations for a Manhattan-based printing services firm.
- Transforming a negative growth, unprofitable, creative services firm featuring disruptive technologies in to a fast growth, highly profitable organization within 2 months.
- Saving Investors planned \$7 million in additional funding, as well as roughly \$1 million previously committed, by identifying the many flaws in a business that was ultimately shut down as a result of CPath's discoveries.

# **CPATH SOLUTIONS**

## **Fast Significant Sustainable Results!**