

Dean & Company is a strategy consulting and investing firm that employs a combination of skills and methodology to achieve significant bottom-line improvements. Our consulting projects have realized over \$20B cumulative impact in added value and our investments have realized IRR's in excess of 30%.

At Dean, we view ourselves as value architects. Our quantitative understanding of the sources and levers of enterprise value enables us to identify for our clients how value can be created and sustained and how competitive advantage can be managed. Our broad experience of working with senior managers enables us to turn our insights into practical, actionable programs that good operating managers can implement. Our bias towards quantification provides a sound basis for the development of performance metrics to track progress and measure value capture.

We serve two broad groups of consulting clients: Large corporations (typically Fortune 500) and small, but high potential, businesses.

For large, established businesses, we focus on business creation, ramp-up and redirection situations that call for intense analytical focus in order to determine the shifting drivers of value. As a result, we are heavily involved in businesses undergoing rapid competitive transition: the New Economy, telecom and wireless, and de-regulating electric utilities, for example.

For early stage businesses, we identify and focus attention on the key strategic, marketing and competitive variables that will make or break the business. In select instances, we will take an active role in management during the build phase, and we provide financing for pre-venture capital rounds.

We are a focused organization and we recognize that our special capabilities are not matched to all business problems. We actively seek those situations where our unique approach and skills can provide significant economic leverage for our clients. We believe that our success will follow from our proven ability to deliver real bottom-line value: if our clients' businesses are leveraged by our support, we will continue to prosper.