

## Overview of ECG Capabilities



# ECG Consulting Group Inc.

Business Strategy & Development • Marketing, Sales and Operations Planning • Technology Commercialization

*Helping clients accelerate revenue growth,  
improve profitability and meet their business objectives*

July, 2016

The information contained in this report is privileged and confidential  
and intended only for the use of the recipient

**FOR MORE THAN 30 YEARS, ECG HAS PROVIDED MANAGEMENT CONSULTING SERVICES TO HELP CLIENTS ACCELERATE THE GROWTH OF THEIR BUSINESSES...**

- “Boutique” management consulting firm founded in 1978
  - Management consulting services and process expertise
  - Business strategy & development
  - Technology commercialization
  - Market & sales planning
  - Acquisition/joint venture planning & due diligence
- Clients are Fortune 100 companies, emerging technology firms, new ventures, R & D organizations, industry trade associations, private equity firms and government agencies
- Expertise in many technology-driven industries:
  - Aerospace & Defense and Automotive
  - Electronics, Communications & IT
  - Energy & Environmental
  - Industrials
  - Specialty Chemicals & Materials
  - Services
- Global experience in all stages of the value chain (e.g. materials & components to systems) and all stages of the product life cycle (e.g. R&D to mature/commodity markets to decommissioning)
- Highest quality work, rigorous analytics and creativity to develop insightful findings, conclusions and recommendations; we use a multi-disciplinary, team-oriented approach

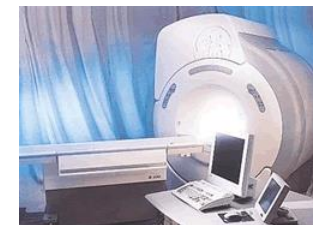
OUR EXPERIENCE INVOLVES WORKING WITH MANY GLOBAL INDUSTRY LEADERS...



OUR CLIENTS ARE IN A BROAD RANGE OF TECHNOLOGY- DRIVEN INDUSTRIES...



- Aerospace & Defense and Automotive
- Electronics, Communications & IT
- Energy & Environmental
- Industrials
- Specialty Chemicals & Materials
- Services

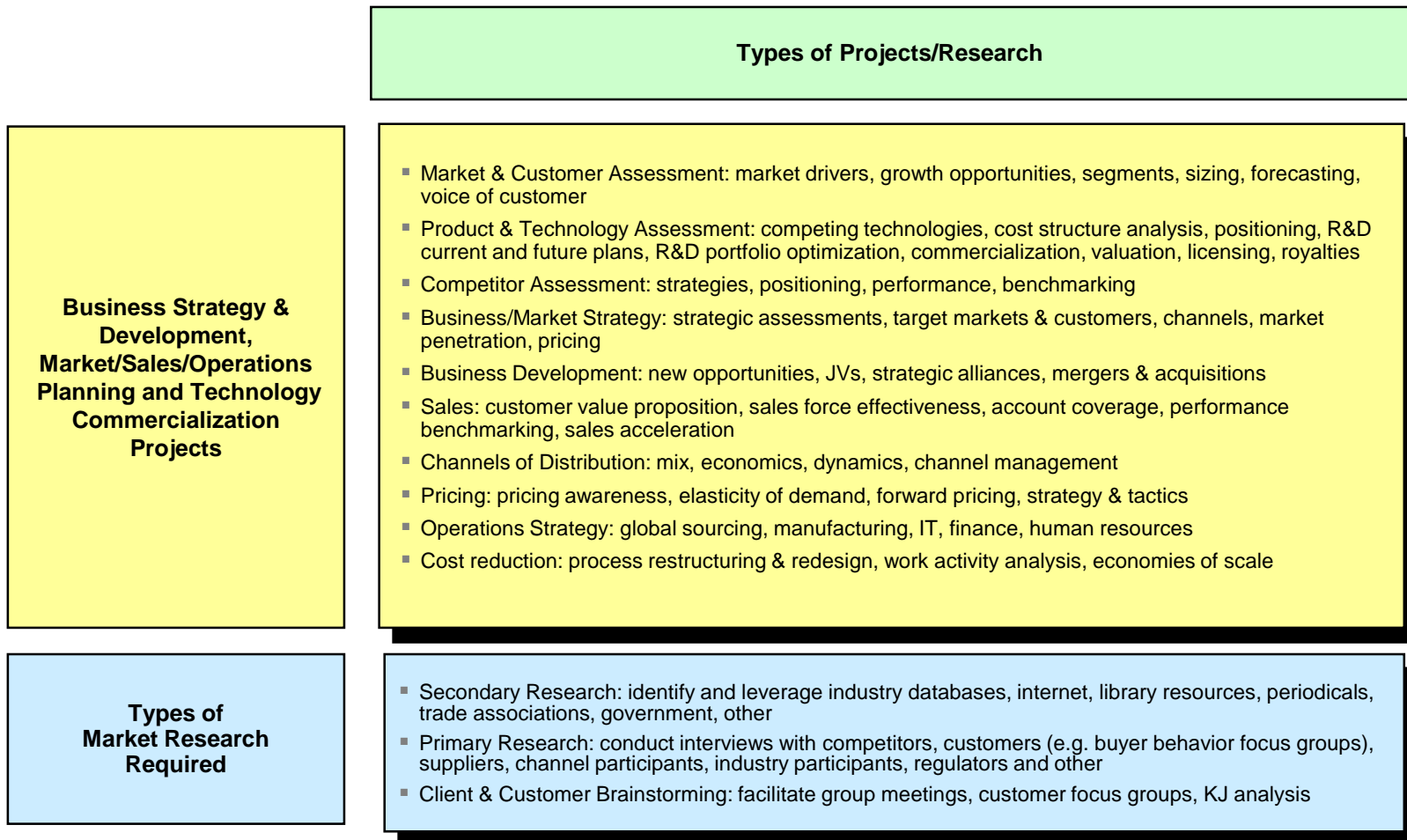


## ECG PROFESSIONALS HAVE WORKED IN MORE THAN 250 MARKET, PRODUCT & SERVICE SEGMENTS...

- **Aerospace & Defense and Automotive**... flight systems, manned space vehicles, missile defense, naval fleet support operations, aerospace engineering, alternative fuel & electric vehicles, trucking, personal mobility vehicles, power electronics
- **Electronics, Communications & IT**... communications products, telecom & network equipment, PBX, VOIP, back-up power, computer hardware & software, expert systems, imaging/mapping, data transmission, electronics, office products
- **Energy & Environmental**... gas, steam, nuclear & hydro turbines, distributed generation, reciprocating engines, fuel cells, wind, solar, geothermal, T&D, cabling, substation automation, smart grids, meters, energy storage, UPS, flywheels, SMES, generators, fuels, upstream, midstream and downstream equipment, subsea E&P, particulate measurement & control, filtration, monitoring & diagnostics, water treatment
- **Industrials**... instrumentation, automation & control systems, robotics, power electronics, data acquisition, vibration monitoring, diagnostics, predictive maintenance, electronic sensors, process equipment, process optimization, motors, pumps, compressors, turbines, material handling
- **Specialty Chemicals & Materials**... nanomaterials, ceramics, coatings, composites, engineered plastics, glass, superconductivity, lead, concrete, paper, sealants, adhesives
- **Services**... R&D, engineering, parts, repair & maintenance, field, installation, system operations, electronic manufacturing, finance, equipment rentals, power quality, fuel delivery, computer, economic development

**ECG LEVERAGES BEST PRACTICES ACROSS THIS BROAD BASE OF PRODUCT & SERVICE EXPERIENCE TO ENHANCE THE SCOPE AND QUALITY OF ITS RECOMMENDATIONS**

**IN ALL OUR WORK, WE LEVERAGE PRIMARY AND SECONDARY RESEARCH TO PROVIDE CLIENTS WITH IN-DEPTH MARKET, CUSTOMER AND COMPETITIVE INTELLIGENCE...**



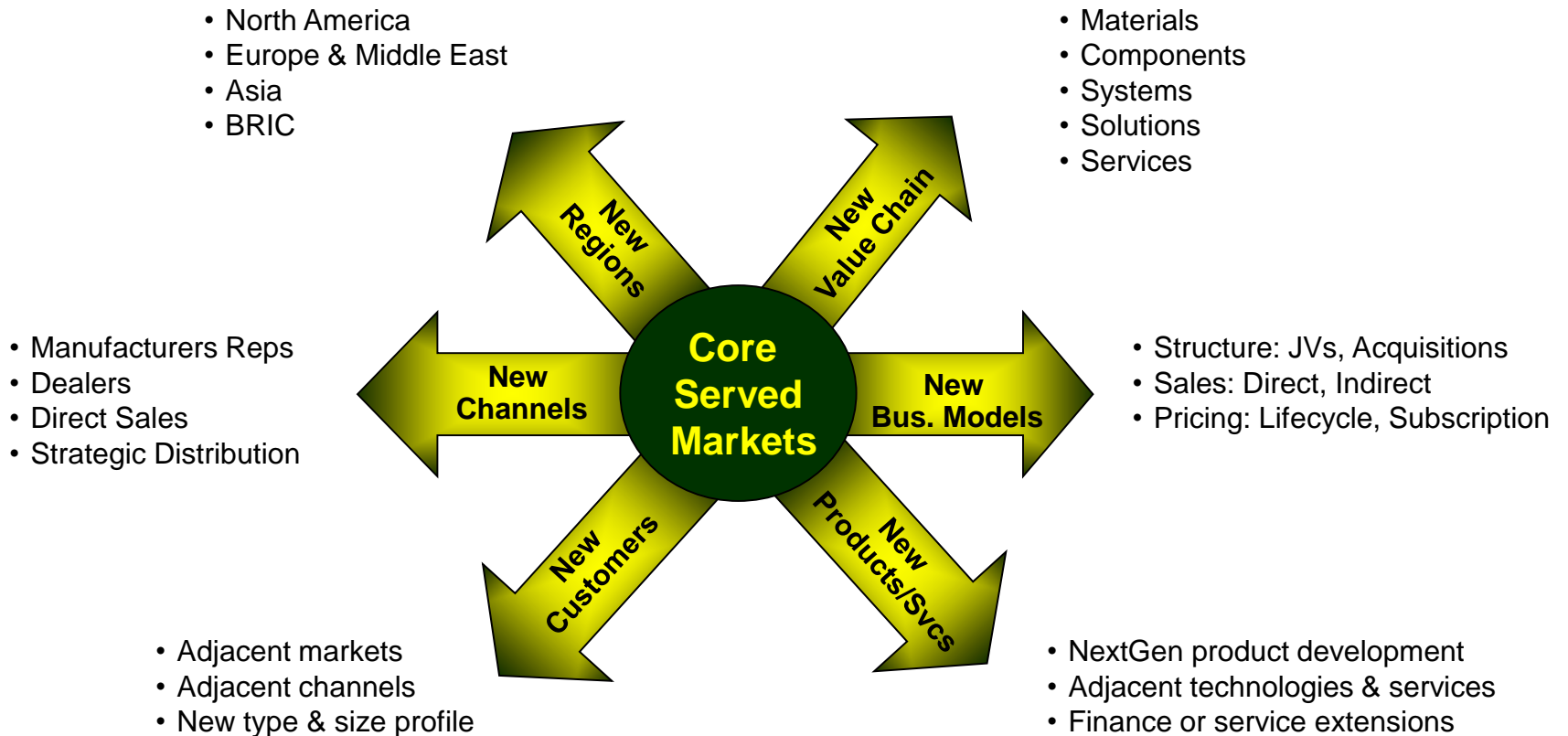
### **OUR PROJECTS RANGE FROM DEVELOPING BUSINESS GROWTH STRATEGIES & PLANS TO ADDRESSING SPECIFIC MARKET, PRODUCT AND TECHNOLOGY COMMERCIALIZATION PLANNING ISSUES...**

- ECG projects are driven by the critical issues and needs of the client's business
- Our services are customized to address the client's specific issue or set of issues
- Client engagements typically range in length from 2-6 months depending on the project scope and the amount of primary research required
- ECG typically prepares a client proposal that includes:
  - Background situation
  - Project objectives & key issues
  - Methodology
  - Work plan & deliverables
  - Professional staffing
  - Estimated fees & expenses



WE HELP OUR CLIENTS IDENTIFY THE MOST ATTRACTIVE BUSINESS GROWTH OPPORTUNITIES...

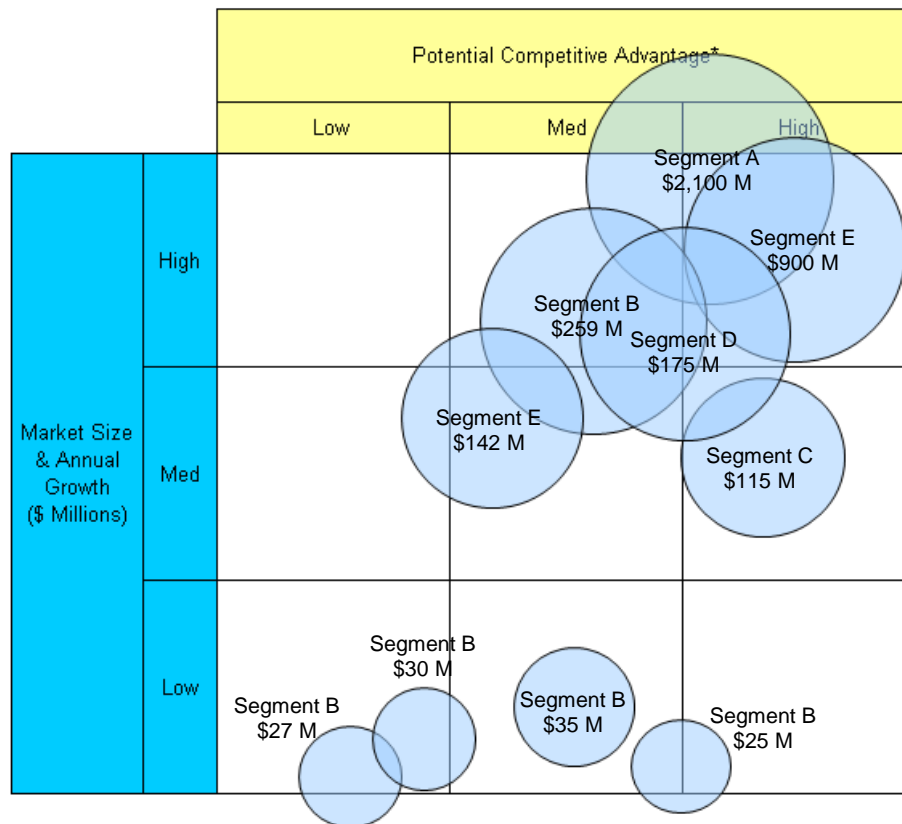
## New Growth Opportunities





WE PROVIDE IN-DEPTH CUSTOMER, MARKET AND COMPETITIVE INTELLIGENCE TO IDENTIFY, SCREEN AND PRIORITIZE THESE MARKET, PRODUCT AND SERVICE GROWTH OPPORTUNITIES...

## Commercial & Industrial Instrumentation & Control Market Growth Opportunities

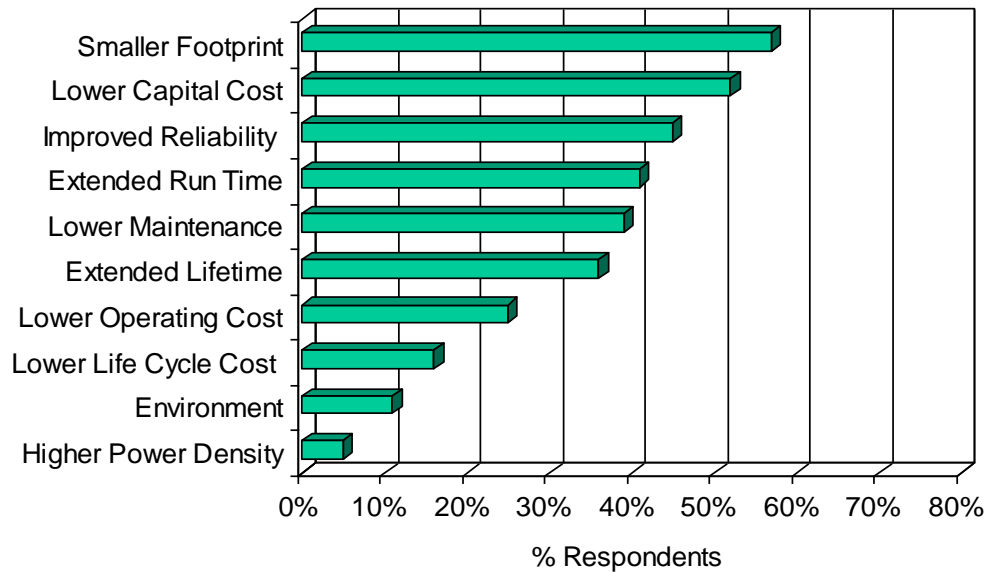


Note: \*Potential ability of any competitor to build competitive advantage through a differentiated product offering



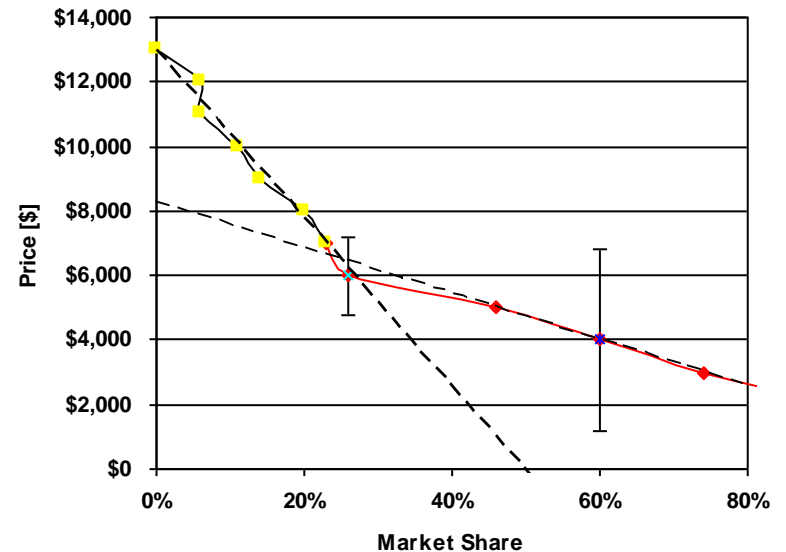
**WE CONDUCT “VOICE OF CUSTOMER” ENGAGEMENTS TO ENSURE THAT PRODUCT & SERVICE OFFERINGS ARE TIGHTLY ALLIGNED WITH CUSTOMER NEEDS AND TO BUILD A MORE COMPELLING “COMPETITIVE” CUSTOMER VALUE PROPOSITION...**

### Factors Driving Willingness to Consider New Telecommunications Infrastructure Technology



Source: ECG Interviews

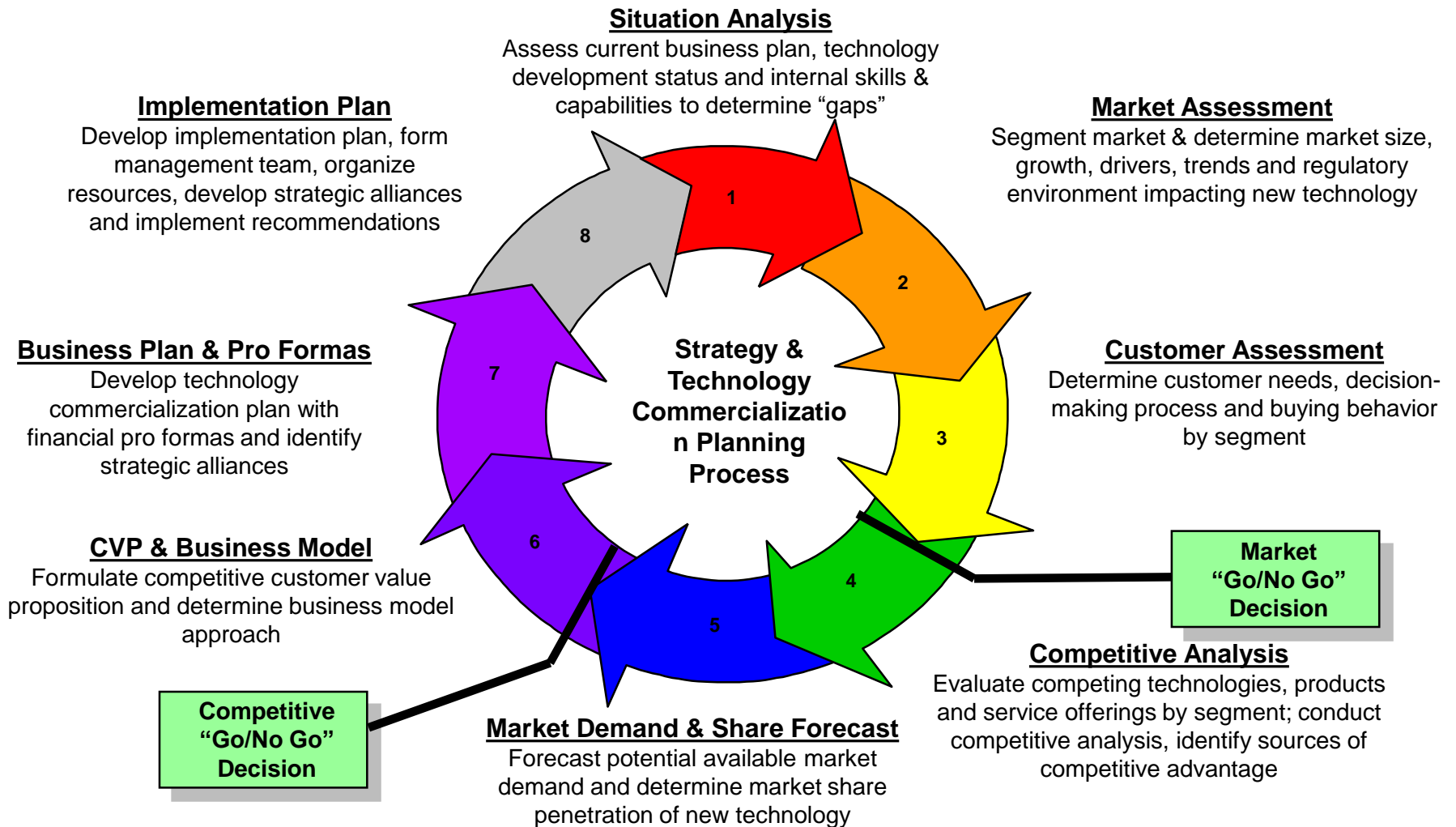
### Price Demand Curve New Telecommunications Power Technology



Source: ECG Interviews

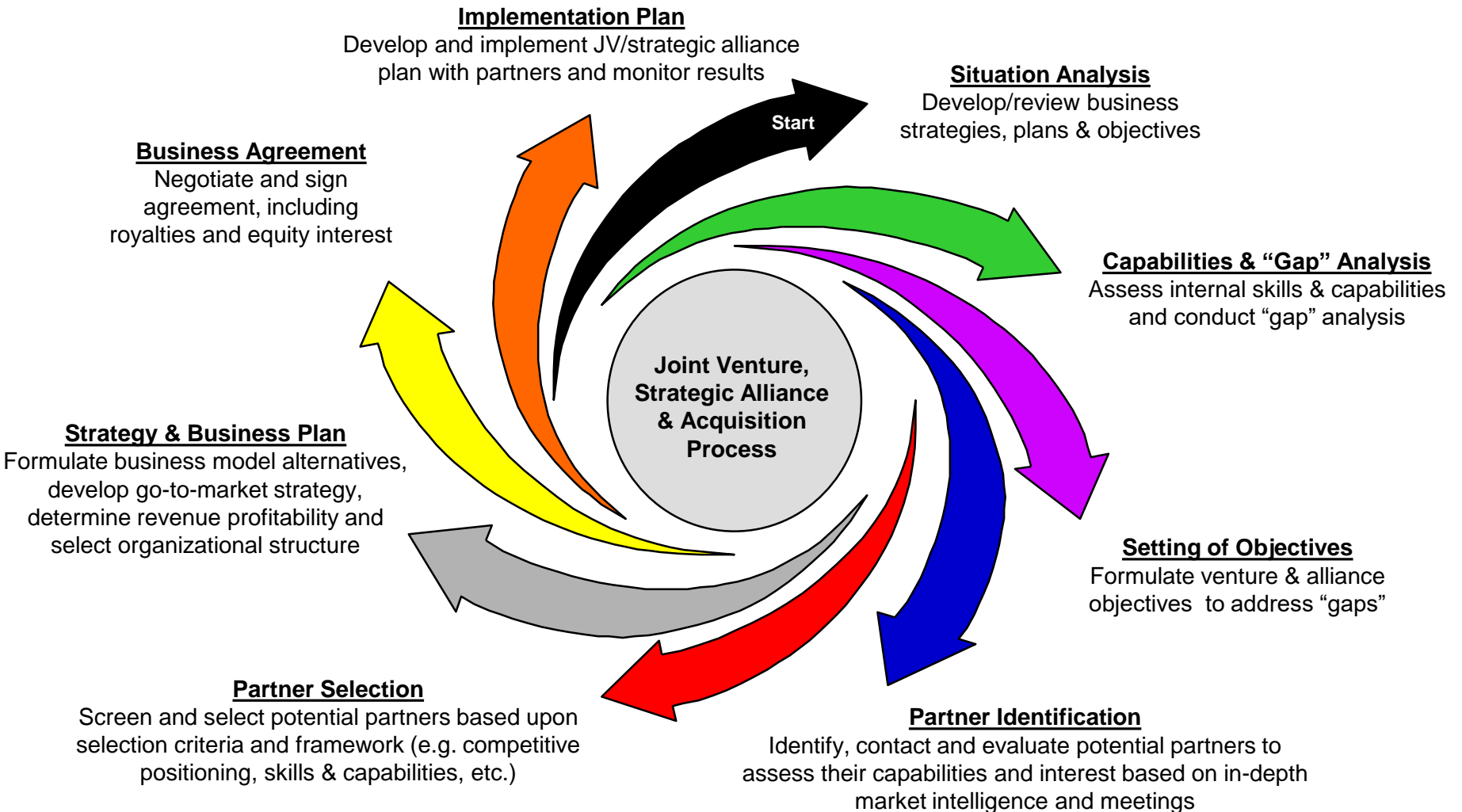


**WE HELP CLIENTS PRIORITIZE MARKETS/SEGMENTS, ASSESS COMPETING TECHNOLOGIES, DEVELOP COMPELLING VALUE PROPOSITIONS AND FORMULATE EFFECTIVE BUSINESS STRATEGIES...**





**WE HELP CLIENTS IDENTIFY, SCREEN & SELECT THE RIGHT PARTNERS, PERFORM “DUE DILIGENCE” AND ASSIST WITH IMPLEMENTATION...**



**WE BELIEVE THAT OUR CLIENT VALUE PROPOSITION IS COMPELLING BASED ON THE SKILLS AND EXPERIENCE OF OUR TEAM, THE QUALITY AND INTEGRITY OF OUR RESULTS AND OUR COMPETITIVE BILLING RATES...**

- **Senior Level Team:** ECG's senior team has more than 100 years of industrial, energy & environmental, advanced materials, electronics, transportation and services related experience
- **Unique Mix of Skills:** ECG's senior team has unique mix of strategy & BD, C-level operating management and technology commercialization experience
- **Core Competencies:** Developing business strategies & plans, identifying growth opportunities, commercializing new technologies, identifying acquisition/joint venture targets...accelerating profitable revenue growth
- **Rigorous Data Gathering & Analytics:** Insightful findings, conclusions & recommendations supported by comprehensive primary and secondary research... ECG team is educated and analytically trained at some of the finest educational and business enterprises in the world
- **Global Contact Network:** ECG leverages its global contact networks to improve quality and speed of our work... many of whom are CEOs or C-level executives... may be critical for VOC work
- **Best Practices Across Industries:** Improves quality of work, enhances innovative solutions to problems and helps clients make better and quicker business decisions
- **Quality Culture:** Delivering world-class, quality services to clients is a hallmark of our culture
- **Practical Results:** Make actionable client recommendations and provide an excellent value proposition to clients based on our competitive billing rates... results in strong client relationships with global market leaders
- **Strict Confidentiality:** Internal information is safeguarded and work is client proprietary
- **Competitive Rates:** Billing rates are very competitive with firms with similar levels of industry experience and management consulting expertise



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***Helping clients  
accelerate revenue  
growth, improve  
profitability and  
meet their business  
objectives***

