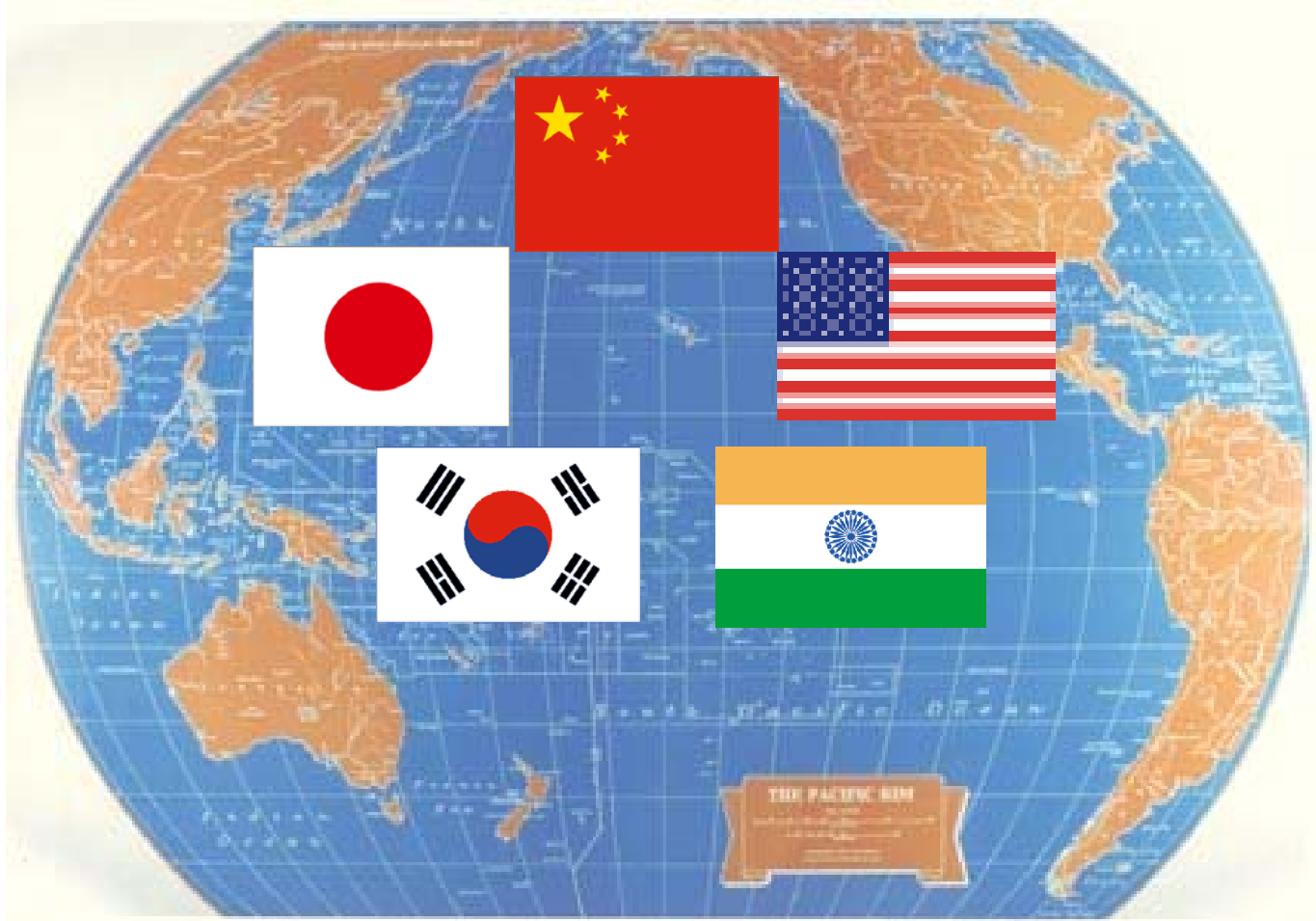


What Who Why How

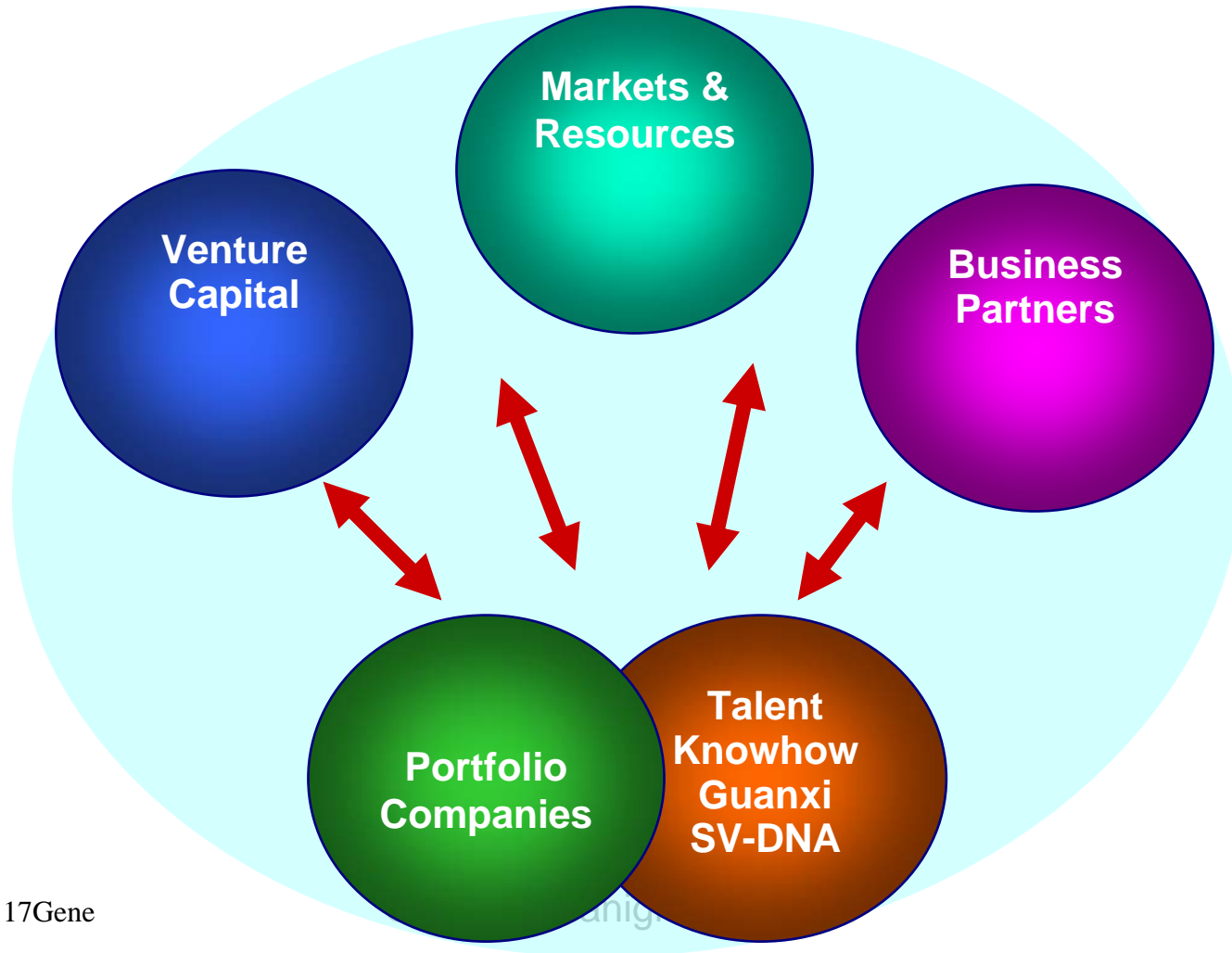
- **Nurturing Pacific Neo-Globals**
- **Co-pilots to CEO -- trusted advisors, coach, and hand-on management staff**
- **Seasoned executives with global and cross-cultural ops experience + cross-Pacific relationships**
- **Passion and patience to work with companies in Asia and SV**
- **Instant team. Effective on-line, on-site presence through networks and local members**



Synergy of Top Economies Focus on China



Groom – Connect - Support



Technical & Marketing Expertise

- Voice over IP
- Video over IP
- Internet Commerce
- Security
- Software/services
- Semiconductor
- Routing & Switching
- Wireless 802.11 WIFI
- Wireless 802.16 WiMax
- Enterprise Software
- Outsourcing
- China R&D Management
- Sales/Marketing
- Finance
- Alliance/Partnership

- Slam, Enns
- Berger, Pickens
- Rogers, Mianji
- Conrad, Enns
- KLai, Mianji
- Shing, Yeung
- Pickens, Slam
- Berger, Enns
- Enns, Slam
- Mianji, Choy
- Choy, KLai
- FLam, Yee
- Choy, Bolan
- Yeh, Ng
- Rogers, Choy

Berani Group's Practice



- **Integrity. Respect. Client Success**
- **Trust and long-term relationships**
- **Take time to know the business and management**
- **Understand hidden risks and potentials**
- **Assess, coach, develop, direct – situational leadership**
- **Think differently. Change catalyst**

Challenges of Chinese Startups



- **Shortage of experienced cross-cultural sr. executives**
- **Immature business processes**
- **Lack of linkages to global markets**
- **Few role models for scaling to a global enterprise**
- **Tendency of price wars**
- **Accounts receivables**
- **IP and employee turnover**
- **Performance management**

In China, it is all about execution!

Other Risks and Barriers

- Language and culture
- Trust and relationship
- Infrastructure & red tape
- Low transparency
- Long due diligence
- Immature governance
- Inefficient information
- Guanxi and policy surprises



Execution is management!
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