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Note

The information herein provides our business partners and prospective clients with a brief overview about Lechner & Partner capabilities and activities. This document is subject to change without notice. A PDF version can be downloaded from our web-site: www.lechner.cc.

Disclaimer

No person other than an Lechner and Partner' partner has been authorized to give any information or to make any representations other than those contained in this document. Receipt of this document does not constitute an offer by L&P to provide services nor does it create an obligation on the part of L&P to provide services.

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## Welcome to Lechner & Partner!

We help you to develop your business. We work out of Austria and Germany with trusted project partners in many other countries, thus including US, India and South Africa.

### For your benefit: We add value for your business!

- You need time to find an investor for growth and running the process up to the Closing;
- You need time to develop the product further, to receive orders and to fulfill deliveries;
- You negotiate first time an investment contract and deserve a high value of your company.

With our support, you get the better result in a shorter time frame.

You and your new investor will benefit from the additional growth prospective.

### Our service include:

- Management Consulting for corporate strategy, evaluation of technology and processes;
- Investor matching with definition of investment terms and pre-conditions, managing the investment process, from start-up to M&A;
- Product placement, focused in the field of telecom and not excluding other areas.

Please call to learn what we can do for you in your specific situation. Enjoy to navigate through our website or this document, downloaded from [www.Lechner.cc](http://www.Lechner.cc).

## Focus and Services

Lechner & Partner (L&P), founded in June 2001, supports Emerging Companies in international corporate development and established companies for change and growth. L&P services include, e.g., strategic positioning, organizing Venture Capital and Private Equity investments, product commercialization and strategic partnering. L&P can also initiate merger & acquisition and trade sale of a company. L&P is focused on supporting new innovative companies in the sectors telecom plus mobile, e-media, IT with semiconductors, renewable energy and other high tech products and services.

- We review your business plan or your company from the view of an investor, thus including but not limited to strategic marketing, product commercialization, competencies and financials.
- We introduce you to desirable customers, partners and channels for your produces and services and support the process of business generation.
- We provide management consulting services for your corporate strategy and marketing and review your company at the highest professional level of competence in our focus areas.

## How L&P Organize Work on Projects

L&P is an organization in between equal partners. Projects run either under control of L&P or of an other Leading Partner. For any project, the Leading Partner establishes for your the project team. The project team may consist of a few networked partners and other consultants working under the contract of one partner. On smaller projects individual partners will work as person.

Each project-team acts like a special purpose company, named GbR in Germany and Austria, where each team member takes full responsibility. The partners and their consultants are all obliged to the highest level of professional confidentiality and may exchange information for identifying the best solution for you, our client. This deep in-sight into many business sectors works for the best of our clients.

Robert Lechner, president and Managing Partner of L&P, takes usually the role of the Leading Partner. He works personally in top ambitious projects. Robert received his diploma with distinction from the University of Technology in Vienna, Austria. Before his career in Management Consulting in 1994 he was executive vice president at two global acting companies in telecomm & IT and was also acting as board member in that field. He lead thousand of man-years in R&D to success, resulting in billions of revenue.

## L&P maintains an International Network

L&P employs a network of outstanding professional partners in the EU, United States and Southeast Asia. Most where former top executives in the related industry.

L&P maintains close working relationships with partners in Germany, France, Russia, India and elsewhere that are active in our targeted sectors and committed to our corporate values. From previous business, L&P maintains a global network to first-tier high-tech companies and investors.

**Please visit the sites of our project partners:**

- Krupke Holding GmbH, Billerbeck, Private Equity, M&A-Consulting and Investments, see [www.krupke-holding.de](http://www.krupke-holding.de)
- 4TIME-Consulting GmbH, Vienna - Berlin, Consulting in TIME Market, see [www.4-time.com](http://www.4-time.com)
- Dr. Peter Kastil & Partners, Munich - Paris - Milan, Corporate Finance and Management Consulting, see [www.kastil.de](http://www.kastil.de)
- SAXO Equity Management GmbH, Munich, Mergers & Acquisitions, Growth Financing and IPO support, see [www.saxoequity.de](http://www.saxoequity.de)
- ProMediaVenture, Munich, partner for company creation, organization and public funding: [www.promediaventure.de](http://www.promediaventure.de)

**In memoriam:**

Dr. Friedrich Baur, former member of the Siemens Central Board and later head of ZF, who passed away in August 2006. He was an entrepreneur up to his last days - thanks!

**International Network:**

Senior executives or founders form the international network at L&P in the following countries:

- Inside EU: Germany, Austria, Switzerland, Netherlands, United Kingdom, Norway, Sweden, Finland
- Eastern Europe: Russia / Moscow; Kasachstan
- United States: California and NYC
- Asia: India / Delhi
- Southeast Asia: Thailand / Bangkok
- South Africa / Capetown

**L&P follows Simple and Transparent Processes**

Please feel free to call L&P any time or to drop an Email to our office. In an initial telephone conference we clarify if we can help **you**, the prospective client. Even if we don't proceed, our potential clients perceive regularly our recommendations as helpful – and this is free of charge.

We ask you, as prospective client, to rely on our privacy policy. Please mark confidential information as confidential and declare spoken words as confidential when applicable. However, in exceptional cases we sign an NDA. After further inquiries and evaluation of our client's needs, L&P drafts a standardized contract, in English or German, adopted to your specifics.

At this point we had analyzed your business, the related markets and technologies - free of charge for you. However, to start acting, to open our findings and contacts, requires a signed contract. Our Preliminary Screening ([see download "Criteria"](#)) looks at the subjects important for most Venture Capital investors.

The typical Project Investment Process (PIP) applies primarily to Projects funded by Private Equity and Senior Debt of a partner bank ([see download "Investment Process"](#)) and will be refined to specific needs of individual projects.

**Note:**

*We strongly recommend companies looking for new cash to consider that equity- financing lasts usually up to 6 month - if ever. Many founders ask for help their after mistakes in fund raising - thinking they can do that alone and when the available time was almost consumed.*

**L&P Business Policy supports Innovation and Change**

L&P understand the challenges of young companies and support its clients as a friendly partner. L&P accept as clients those with a compelling business model, an experienced and passionate management team, strong technology, and differentiated products/services. We accept only engagements where L&P can contribute, e.g., with industry experience and its extensive global network of contacts.

L&P understand the often-tenuous cash situation of emerging growth companies. Unlike larger firms, L&P is willing to tailor its fees to optimize clients' cash preservation needs. For success-based contracts we prefer exclusivity and a retainer. If a founder could not pay neither a reasonable retainer nor our office- and travel costs, we check for public subsidy or may propose to be considered as co-founder, as we typically not an investor.

L&P will not accept a client who is directly or indirectly involved in unlawful or illegal activities. We will not accept a client whose primary business is weapons or military-related. L&P will not violate any European, U.S. or foreign laws, including but not limited to the Foreign Corrupt Practices Act of the United States, in connection with any services to be performed for a client.

## L&P maintains a professional Privacy Policy

L&P will use any information provided by our clients, prospective clients, and business partners exclusively for predetermined business purposes.

L&P will not disclose to any party, without the prior written consent of the client, any research, findings, evaluations, recommendations, or proposals originated or prepared by L&P in the performance of services for the client. Clients should be secure in the knowledge that all information shared with L&P will be treated as L&P confidential.

All L&P partners, principals, partner companies, and third parties that might have access to client information must adhere to the L&P policy of confidentiality and non-disclosure obligations.

## References

L&P do not publish initiated or supported M&A, Venture Capital or Private Equity investments.

The L&P team evaluated hundreds of companies and business opportunities, initially at [Venture Select](#), which resulted in many instances in free advise for successful re-positioning. However, only a few Start-Up Companies were supported and showed an above-average survival rate for VC- investments.

The L&P team performed also product placement in the EU, Middle East and Africa, e.g., for [CBOSS](#), one of the world largest vendors for IT in telecom.

The L&P team provided consulting services, e.g., for the government in Austria on further evolution of the Seed Financing Program for high-tech companies.

## Why to use our service?

*While your company needs you most to bring your products and services to the market, you as CEO or CFO travel around and speak with investors - just to learn you spoke with too many with no fit for an investment. At the end, you may need to re-position your business - considering also "specifics" of most likely investors. On top of that, client's told us they had expenses of € 100 k for own fund raising activities - but with any success.*

*It is even worse: Investors invite each other to join as co-investor in interesting targets. If you had started by addressing investor in the "wrong" way, this works against you. Think, you improved your presentation, based on what you learned in earlier meeting, demonstrate a crystal clear strategy and an investor said "interesting". He calls a few friends for co-investment. One was saying "oh, we saw that company and rejected it". It's difficult to correct a preceding mistake.*

*We as intermediary advisor can bridge the gap to your potential investors. We know many of them, know how they think, what they look for and what Business Plans and presentations shall tell them. It saves your time and preserves the value of your company by not talking in the wrong way or to the wrong parties.*

*On top of that, you might be surprised how well and fast we understand your business and the critical issues in marketing and technology - we had done that for long.*

## Our Core Team

### Robert Lechner, Managing Partner:



- 35 years of global experience in technology & telecoms
- Established several new technology businesses, also as MoB
- Senior advisor to Siemens and major telcos
- Executive R&D positions with Ericsson Austria, Siemens Munich & Siemens Austria
- Involved in VC and M&A since '85, lastly as Managing Partner of a VC firm.
- Diploma with distinction from TU Vienna

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### Rolf Leppänen, Partner:



- 20 years international experience in high tech business and finance
- Head of Business Development at Telecom Italia, Rome and several board seats at Italian high tech companies
- Mentoring and evaluating over 200 IT companies as head at the Innopoli Science Center, Finland's National High Technology Program
- Former banking executive, General Manager at ABB corporate staff and visiting professor in Milan
- EuroManager Degree; London Business School and Ph.D. Cand (Lic); University of Helsinki

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### Jim Edson, Partner:



- 20 years experience in high tech business development, strategic planning and operations in US, Japan, Asia, and Latin America
- President of STRATAJIM Incorporated; and MD at OneVoice Technologies; advisor to several high tech companies in California
- Former sales VP for Littlefeet, Ericsson, and QUALCOMM
- Former operations GM for Motorola in Japan and Philippines
- MBA from the Kellogg Graduate School of Management at Northwestern University

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## Contact

### Robert Lechner, President and Managing Partner:

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