

# VISION TO REALITY

A Program Serving Companies  
with Extraordinary Potential

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Dear Entrepreneur,

Since 1997, PricewaterhouseCoopers has actively pursued a strategy to assist in the development of Companies with Extraordinary Potential, i.e., young, dynamic technology companies that have the potential to become major players in the global world of innovation. This program is called Vision To Reality™ and is solidly in place in Europe, the United States and in Asia Pacific. Some success stories that we have partnered with from the very beginning include Logitech, Dell Computers and Cisco Systems.


The main thrust of the Vision To Reality™ program has been for PricewaterhouseCoopers to act as advisor and informal partner to those high-growth companies admitted to the program as well as to provide them the whole range of existing PwC advisory services.

Following the bursting of the „dot.com“ bubble, PricewaterhouseCoopers has remained active in pursuing this strategy and continues its commitment to the program.

In this brochure, you will find a discussion on some of the common problems that confront most enterprises as well as a sample of some of the products we can offer to help you along the road to success.

We would welcome the opportunity to meet with you to discuss whether PricewaterhouseCoopers could assist you in the development of your business or strategy. Should you wish to discuss any of our services in more detail please do not hesitate to contact us.

Yours sincerely,



Mike Foley  
Partner



Stefan Räbsamen  
Partner

# Taking the plunge

*This is probably your first time...*

Your company is at the beginning of its life cycle, and as founder you are faced with an entirely new series of challenges that you probably have never faced before. What to do? You will need to put your company on the right track from day one. You will be challenged with taking many decisions that you may feel unfamiliar with, especially if you are at it alone. Some of these choices will include legal concerns such as what legal entity should you register your enterprise under, what tax structure is best fit to help you grow, etc...The creation of a new company sets in motion the basis for a development that should prove successful in the medium to long-term. In concrete terms, this means that you need to establish a strong foundation, hire qualified personnel, define your market strategy as well as your product line and especially secure solid financing.

You are determined, creative and you are probably seeking outside expertise to help you ride the road to success.

As CEO of a start-up you want to be able to concentrate on your core business and focus on your business plan rather than be sidetracked by worrying about defining organizational structures, internal processes and other administrative chores. You probably could benefit from a partner able to respond to all your questions relative to the founding of your company, legal and tax structures as well as other administrative matters.

PricewaterhouseCoopers can help you and through a single point of contact provide you with an advisor that has helped many other companies get started. Let PricewaterhouseCoopers help you transform your Vision To Reality™.

## Key Services

- Setting up a company
- Audit services
- Legal and tax issues
- Financial and capital structure
- Legal entity and structure
- Corporate governance
- Administrative procedures
- Business Plan
- Venture Consulting Services™  
(consulting for equity)
- Assistance in raising finance

# The first fruits of ambition

## *Internal and external growth*

Is your company well positioned in the market? Is your order book getting full? You could then consider growing your business in an orderly manner and keeping a watchful eye on profitability to make sure it remains the single and foremost priority. In order to manage your growth, the internal structures you put into place earlier on must now be adapted and new management tools put in place. Growth warrants an effective management of information and your financial accounting will need to be able to produce immediate reporting.

If you are considering growth by acquisition you will need to work with the right strategy. Is a partnership the way to go or should you consider acquisition? Once you've completed a transaction, you will have to integrate the new entity with a minimum of disruption to your existing structure and business.

Our consultants can help you handle your expansion, management, financing and other challenges related to rapid growth. We can help you with employee stock ownership plans as well as with various outsourcing models.

PricewaterhouseCoopers can assist you with all manners of buyouts, acquisitions and mergers and we know how to structure these deals in order to maximize your tax efficiency.

## Key Services

- Managing Cash-Flow
- Management Information Systems
- Stock Option Planning
- Setting up accounts and consolidation
- Acquisitions and merger integration
- Strategic partnerships
- Human Resource Consulting
- Protecting intellectual property

# Going “global”

## *Expanding your horizons and your reach to other countries*

The key to increasing your market size is to expand to reach more potential clients. In fact, most institutional investors will probably make this a requirement as local markets are no longer considered sufficient to leverage a product to produce significant returns on investment. We can help you set up your new entity, incorporate, find office space... almost anywhere in the world.

Going international will involve running into the same challenges you faced during the initial growth stage in your local market. However, such issues as tax legislation and corporate laws will be more complex. You will need to become familiar with them as well as with new workforce legislation. New accounting standards might have to be adopted and consolidation problems will increase proportionally to your company size.

PricewaterhouseCoopers can assist you with setting up your structure abroad and help you minimize your tax liabilities, restructure your financial planning and transfer to a new accounting standard if necessary. In addition, through our extensive network of partners across the globe, we can assist you in identifying strategic partnerships in various territories.

## Key Services

- Pathfinder™: setting up your structure abroad
- Strategic partnerships
- Financial and Cash-Flow planning
- International Accounting Standards
- Growth by acquisition
- Cost reduction programs
- Financing growth through a partial sale

# A new start...

*Your vision... now a reality – the  
IPO or private sale of the company*

There exist many exit routes to realize the value for your company and you will need to evaluate the benefits and drawbacks of the different options as well as to calculate the economic consequences of a potential transaction in order to make the best choice.

You might opt for an IPO or a trade sale. In this case, we can assist you during the stressful times immediately before, during and after the flotation or sale of your company. Our advisors assess the key actions you need to take to minimize the pressure of a value reduction or, even worse, the risk of an aborted deal.

Whatever your decision is, you will first need to make sure that all legal, fiscal and accounting aspects of your exit are correctly dealt with so that the administrative procedures can run smoothly. History has shown that this is a difficult stage, especially in view of a sale to a financial investor or during a liquidation.

Our extensive experience in helping individuals plan the transmission of their companies will be on your side. Furthermore, our network of contacts will help you find potential acquirers.

Working alongside PricewaterhouseCoopers, you will have all the adequate tools and techniques to deal with the exit of your company successfully.

## Key Services

- Transaction project management
- Valuing your company
- All aspects of Due Diligence
- Preparing the sale document
- Handling the auction and negotiation process
- Listing the company or selling it outright
- Management-Buy-out
- Planning your personal financial future after the sale