



www.cloudstreak.com

SOAR FARTHER™

Company & Capabilities Overview

2009

strategy + business development + process improvement
consulting | management | investment

About CloudStreak

- ▶ Strategy, business development, and process improvement consulting company
- ▶ Incorporated in 2006
- ▶ Based in San Antonio, Texas with satellite office in Queretaro, Mexico
- ▶ Serve middle market businesses and clients with interests in the Southwest and Mexico
- ▶ Focus on aerospace, defense, manufacturing, international, and logistics industries
- ▶ We are practitioners with result driven track records growing new ventures and managing large organizations

What We Do

- ▶ We specialize in helping clients **make money**
 - ▶ **P&L** improvement
 - ▶ **Growth** & sustainment
- ▶ We **assist clients succeed** through all business stages
 - ▶ Building & **start-up**
 - ▶ Turnarounds & **acquisitions**
 - ▶ **Expansion** & diversification
- ▶ We work as senior level members of our client's team and as process consultants with a bias for execution
 - ▶ Management **Consulting** - Project Based Work
 - ▶ **Management** Insertion - Retained Members of the Team
 - ▶ **Investment** Management- Source Investment and Leadership

How We Approach Business

Strategic Objectives

- Financial Success
- Stakeholder Wellbeing
- Sustainable Enterprise

Financial Objectives

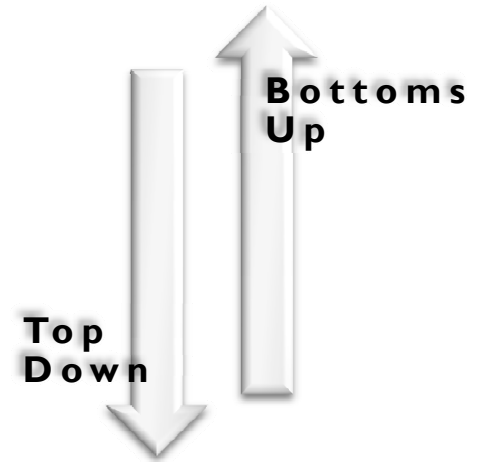
- Liquidity
- Profitability
- Growth

Operating Objectives

- Lean, Flexible & Optimized
- Cheap, Good & Fast
- Throughput & Innovation

Tactical Objectives

- On-Time Deliveries
- Satisfied Customers
- New & Repeat Business



“Big Picture with a Grounded Understanding”

“Roll Up Your Sleeves Skills and Attitude”

“Executive Presence and Shop Floor Engagement”

What We Do In Summary



P&L Improvement

- Dissect a Company's P&L To Free Up Cash And Lower Cost Structure
- Process Improvement, Optimization, & Analytics



Growth & Sustainment

- Strategy, Business Development & Sales
- Go-to-market Launch & Business Expansion in US and Mexico



Services

- ▶ Management Consulting
- ▶ Management Insertion
- ▶ Investment Management

Results

- ▶ Generate cash flow
- ▶ Build core strength
- ▶ Grow market base



Industry Verticals

- ▶ Defense
- ▶ Aerospace
- ▶ Manufacturing
- ▶ International
- ▶ Logistics

Defense Practice Overview of Services



Identify Opportunities & Build Networks

- Military Sources & Industry Associations
- Partnerships & Alliances
- Ex-military Employees & Board of Advisors

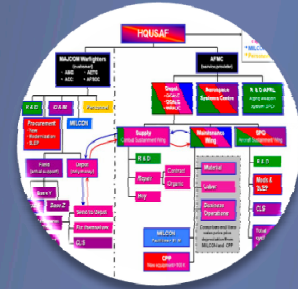
Strategic



Understand the Needs & How to Solve Them

- Money, Mission, Politics
- Capabilities, Past Performance, Risk, Cost Competitiveness
- Make, Buy, or Partner

Operational



Manage the Process & Ensure Success

- Federal Acquisition Regulations (FAR 12, 15)
- Contracting Vehicles (FedBizOps, GSA, etc)
- Evaluation Criteria, Source Selection, Performance

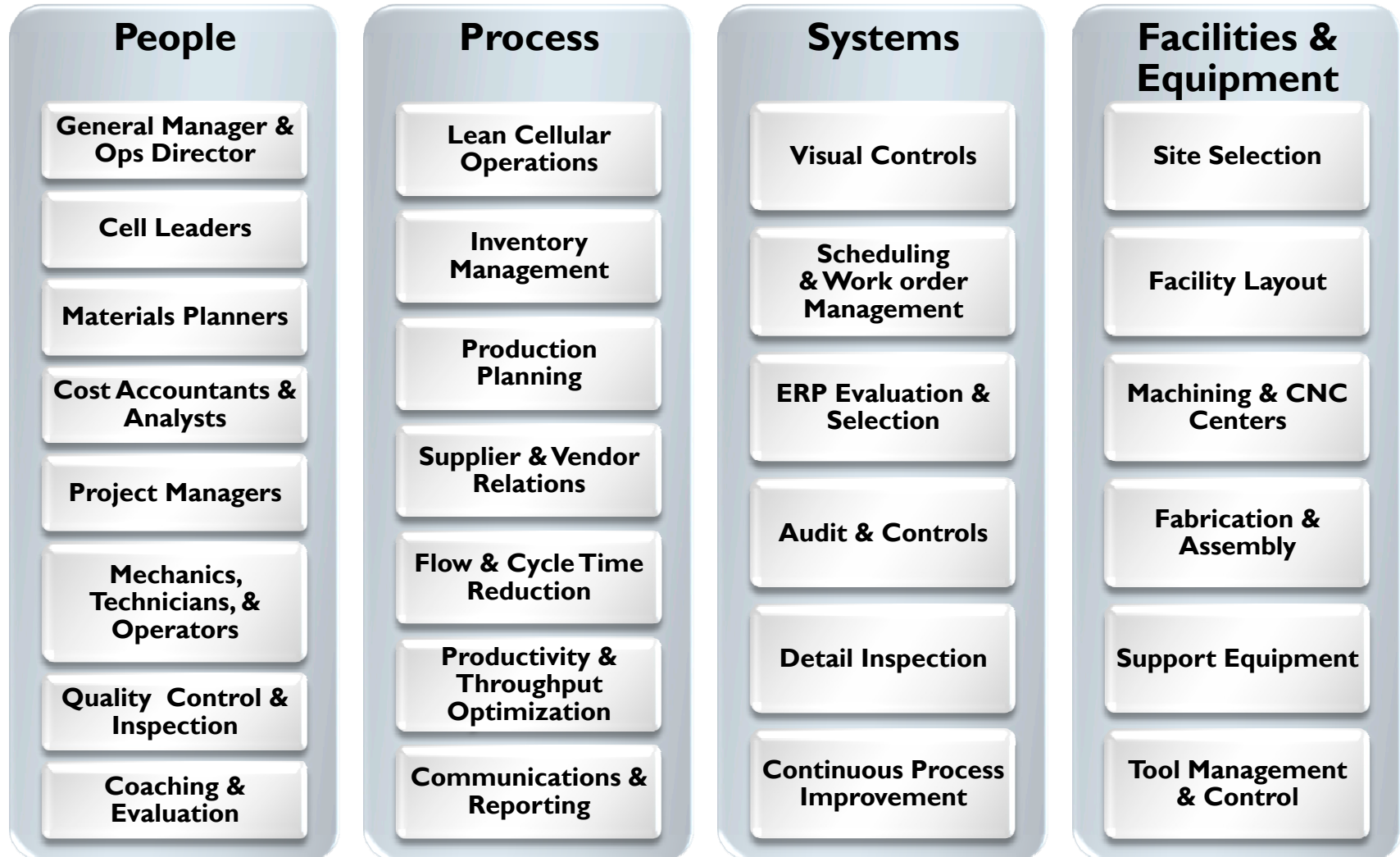
Tactical

Aviation & Aerospace Experience



Market Sector	Defense	Government	Commercial & Regional Airlines	Business & General Aviation
Expertise	<ul style="list-style-type: none"> • Maintenance, Repair, & Overhaul • Proposals & Procurement • Lean Process Improvement 	<ul style="list-style-type: none"> • Maintenance, Repair, & Overhaul • Proposals & Procurement 	<ul style="list-style-type: none"> • Maintenance, Repair, & Overhaul • Lean Process Improvement 	<ul style="list-style-type: none"> • Flight Operations (Part 91 & 135) • Maintenance & Repair Stations (Part 145) • Mods & Certifications (FAA, STC, DAR) • Fixed Based Operations
Sample Operator Exposure	<ul style="list-style-type: none"> • All US DoD • Mexico & Lat. Am • Europe & Middle East (agent relationships) 	<ul style="list-style-type: none"> • NOAA, DHS • DGAC (Mexico) • Various U.S. State Agencies 	<ul style="list-style-type: none"> • Continental, American, Southwest, Mexicana • ExpressJet, Mesa 	<ul style="list-style-type: none"> • Multiple Charter & Fractional • Corporate Flight Departments • Owner/Operator
Sample Supplier Exposure	<ul style="list-style-type: none"> • Boeing, Lockheed • GE, Pratt&Whitney, Rolls-Royce • Standard Aero, AAR, Chromalloy 	<ul style="list-style-type: none"> • L-3 Comm. • EG&G, Lear Siegler 	<ul style="list-style-type: none"> • Standard Aero, • Delta TechOps, American, United • Honeywell 	<ul style="list-style-type: none"> • Elliott Aviation, Eagle Creek, Sierra Ind. • Cessna, Hawker, Cirrus • Williams Intl, Cobham, Aviall, Parker
Aircraft, Engines & Components	<ul style="list-style-type: none"> • C-130, P-3, T-34/44, • T56, APUs, Props • Blades, CSDs 	<ul style="list-style-type: none"> • Citation 500/550 • PT6, JT15D, A250 	<ul style="list-style-type: none"> • CFM56, AE3007, PT6 	<ul style="list-style-type: none"> • Citation, KingAir, Cirrus • FJ44, JT15D, PT6 • Garmin, Avidyne
Sample Past Projects	<ul style="list-style-type: none"> • US Navy T56 MRO • OC-ALC/Tinker Transformation 	<ul style="list-style-type: none"> • Mexican DGAC JT15D to Williams FJ44 conversion • Univ. of KS, NOAA 	<ul style="list-style-type: none"> • ExpressJet AE3007 MRO • Mesa APU Overhaul 	<ul style="list-style-type: none"> • FlightTime Bus. Jets • Eagle Creek/Sierra Installing Dealer

Manufacturing & Maintenance Repair and Overhaul (MRO)



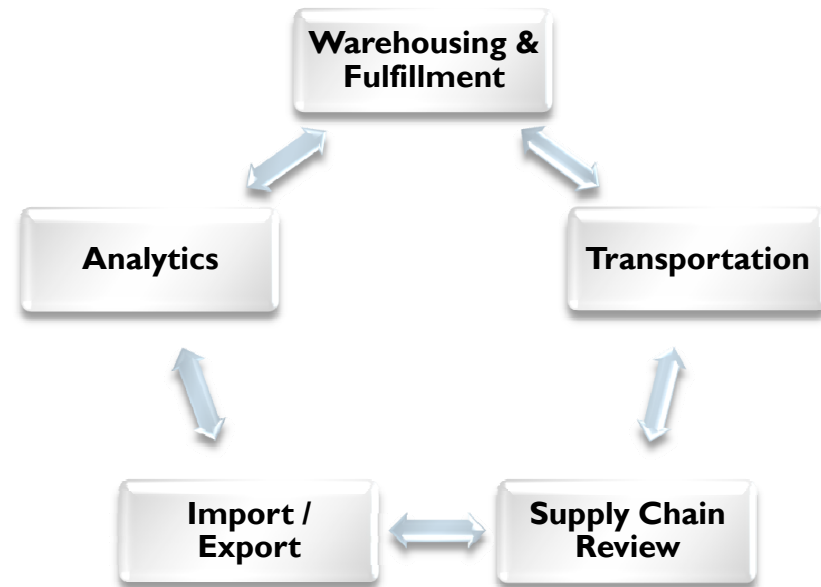
International & Logistics Support Services



International



Logistics





Sample Methodology and Work Packages

- ▶ Proven Approach
- ▶ Holistic Improvement
- ▶ Consulting Projects
- ▶ Performance Metrics

Inside-Out Perspective & Top-to-Bottom Approach



Sample End-to-End Review & “Holistic” Corporate Improvement



Overarching Owner Objectives (All Stakeholders)	Strategic Objectives (C-level, BoA)	Strategic Roadmap (CEO/CFO/COO)	Operational Blueprint (GM/ Unit Leads)	Tactical Tools & Procedures (Frontlines)
Financial Success	Liquidity	<ul style="list-style-type: none"> •Adequate Working Capital (AP/AR/WIP) •Available Lines of Credit 	<ul style="list-style-type: none"> •Receivables Management •Inventory Management •Vendor Terms 	<ul style="list-style-type: none"> •Customer Payment & Collections process •Inventory Planning & Order Management
Stakeholder Wellbeing	Profitability	<ul style="list-style-type: none"> •Appropriate Infrastructure •Target Revenue/Cost per Employee 	<ul style="list-style-type: none"> •Pricing •Sales •COGS & overhead expense •Process Flows 	<ul style="list-style-type: none"> •Sales effectiveness •COGS drivers •SG&A drivers •Direct Efficiency
Sustainable Enterprise	Growth	<ul style="list-style-type: none"> •Access to Long-Term Debt and Equity Investment 	<ul style="list-style-type: none"> •CAPEX •R&D •Business Development •Client Retention 	<ul style="list-style-type: none"> •Training & Workforce Development •Customer Satisfaction •Idea Generation



Sample Consulting Projects & Retainer Engagements



Key Business Need	Quick 80/20 business snapshot	Focus Direction	Grow Revenues	Profits & Repeatability
Core Engagement	Rapid Business Review	Strategy Support	Business Development	Process Improvement
Activities & Deliverables	<ul style="list-style-type: none"> • Listen to client's objectives and guidance on scope • Receive client brief and company tour • Formulate initial impressions • Assist client chart key processes and provide any relevant data • Preliminary Report & Proposal 	<ul style="list-style-type: none"> • Strategic Review <ul style="list-style-type: none"> – Market & Customers – Competitive Landscape – Capabilities & Limitations – SWOT Analysis • Market & Service Horizon <ul style="list-style-type: none"> – B2B, B2G, B2C, – Diversification • Differentiation & Core Competencies • Acquisition Support & Rationale 	<ul style="list-style-type: none"> • Market Research & Analysis • Customer Targeting • Client Development • Sales • Partnerships & Alliances • Industry Affiliations • Networking • Client Representation • Pricing and Marketing Support 	<ul style="list-style-type: none"> • People • Process • Systems • Facilities & Maquiladoras • Tooling • Equipment • Process Mapping • Quality & ISO • Balance Scorecard & Metrics • Training • Project Management • Implementation • Due-Diligence Support

Sample Performance Management Systems

Internal Operations

- Attendance
- Attitude
- Aptitude

People Individual



- Quality
- Efficiency
- Effectiveness

People Performance



- Simplicity
- Consistency
- Controls

Process & Systems



External Focus

- Sales
- Customer Satisfaction
- Share

Customer Driven



- Partner Satisfaction
- Supplier Terms

Partner Driven



- Product Development
- Economy
- Regulation

Market Driven



Financial Performance

- Inventory
- AR
- AP
- Cashflow

Liquidity



- COGS
- SG&A
- Interest Expense

Profitability



- Sales
- YOY Sales
- Market Share

Growth



Management Guidelines

Reporting Process

- ▶ **Timely** & Frequent
- ▶ **Accurate** & Complete
- ▶ **Relevant** & Appropriate

Measurement Objectives

- ▶ **Visibility** & Awareness
- ▶ **Transparency** & Buy-In
- ▶ **Accountability** and Action

System Design

- ▶ **Support** & Enhance Business
- ▶ **Appropriate** Scale & Robustness
- ▶ **Not an Excuse** Not to Measure!

“Inspect What You Expect”



Engagement Process & Next Steps

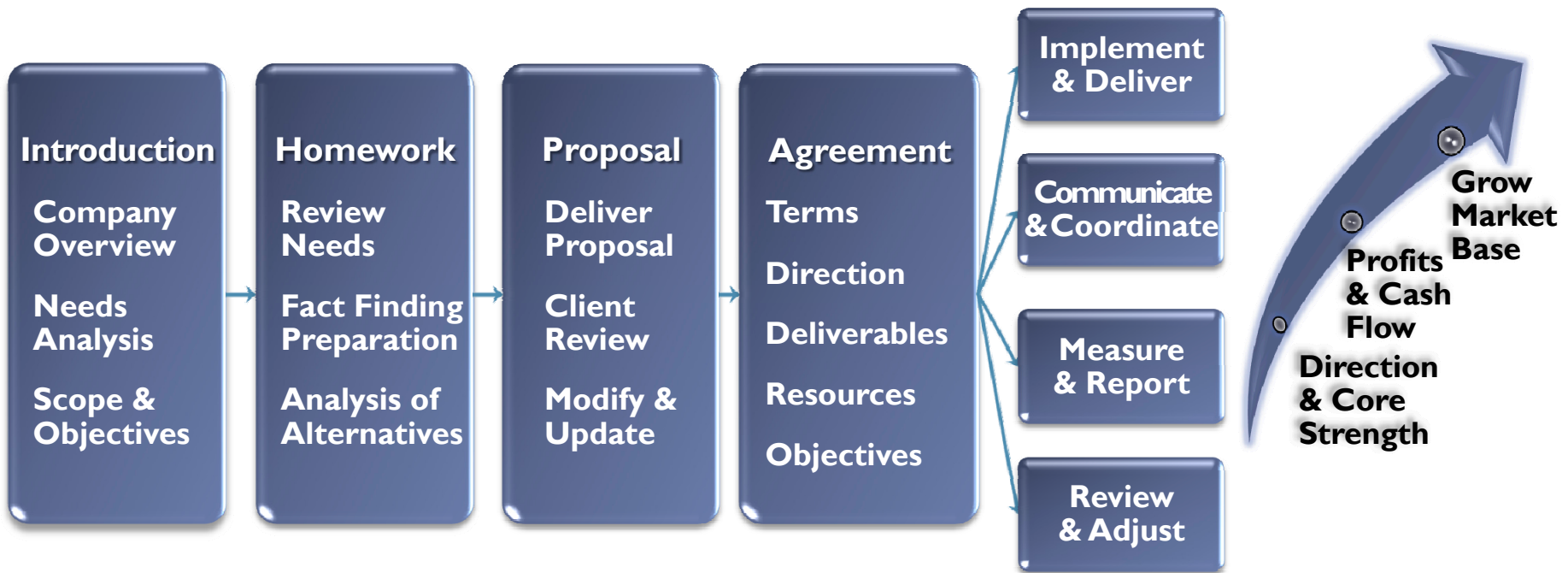
- ▶ How We Can Serve You
- ▶ Engagement Process
- ▶ Typical Engagements
- ▶ Contact

How We Can Serve You



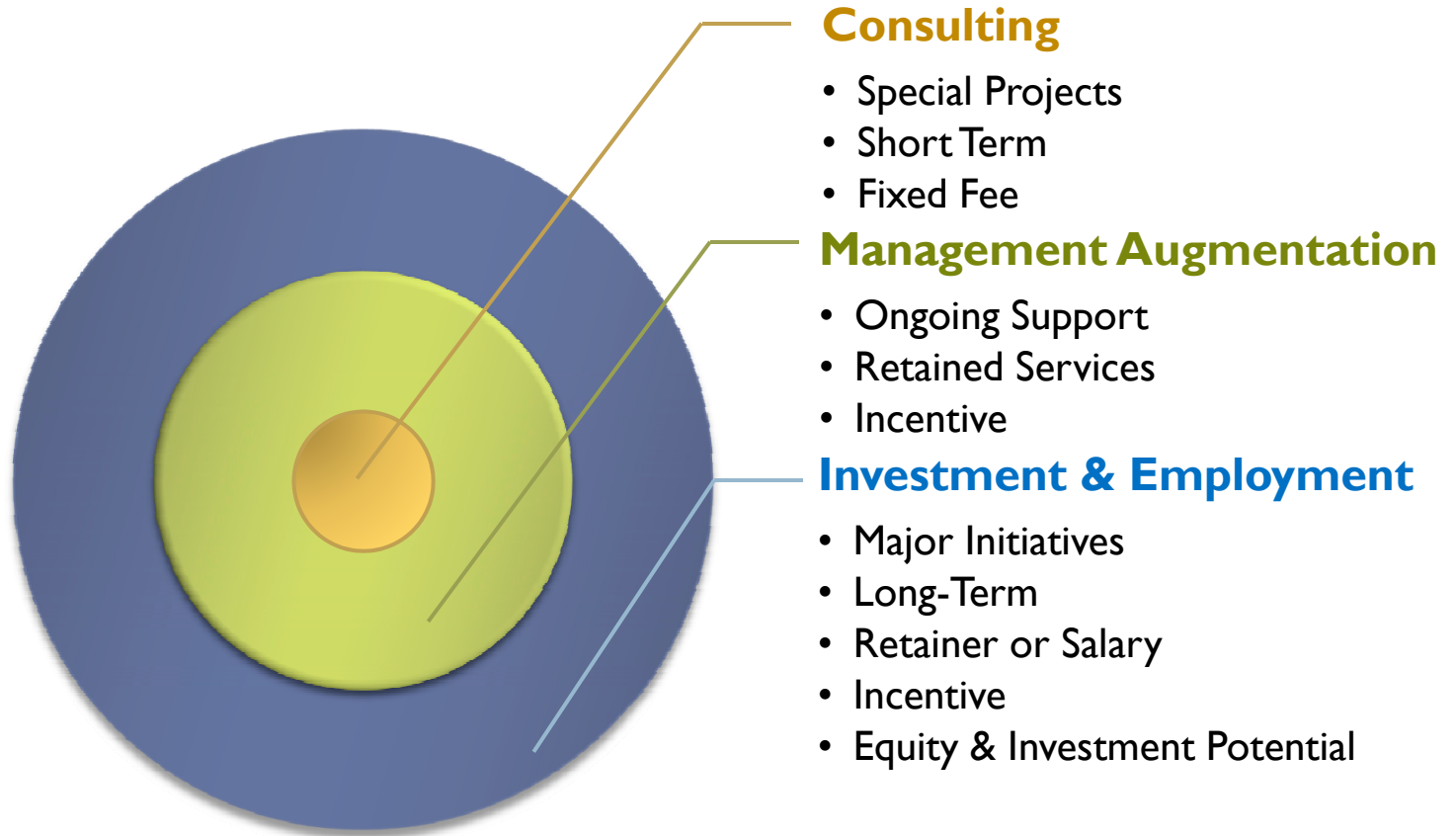
Typical Engagement Process

EVERY ENGAGEMENT STARTS WITH OUR CLIENT'S NEEDS & DIRECTION...



...AND IS DRIVEN TO DELIVER RESULTS

Typical Engagements





Contact



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