

100%100-Day Plans-101/102

The goal is to increase the value of a business 100% in 100 days or position it to double its ROI within a year while providing exceptional long-term sales and margin growth.

Jump-start the value of any business
Design and execute 5-year plans in 100 days
Essential for start-ups and turnarounds
Raise more capital faster and easier
Buy and invest for maximum ROI
Sell a business at the best price



COTUIT CAPITAL, LLC

Purveyors of Near-Term Capital Appreciation

www.100-dayplans.com

“Bill Hulbig ... Buys An Industry ...”

Thomas Register of American Manufacturers®

EXTENSIVE FOUNDERS AND M&A EXPERIENCE



MicroGroup®, Inc.
EngineersEXPRESS®
MINITUL®
ALL-TUBE®
MicroMARINETM
1stDESK Systems, Inc.
CINEMINI™ Luxury Theatres

2002: “Under the leadership of William Hulbig, Chief Executive Officer, MicroGroup established a 30-year track record of double-digit revenue and earnings growth...”

2005: “The sale of MicroGroup... generated a 46 percent realized internal rate of return (“IRR”)... or approximately 3.5 times the initial investment amount over a 38-month period.”

MCM Capital Press Release

EXTENSIVE INVESTOR AND BOARD EXPERIENCE



Emerald Couturiers
AirPrAnt™ Networks
The Narragansett Brewing Company
Tego, Inc.
Charity Folks™
Bank of Cape Cod

2007: “... after the successful sale of your Company... you have smoothly transitioned to advisor and mentor.”

Jeffrey R. Swersky, CPA and Shareholder, Braver, PC.

2007: “We constantly refine and improve our capabilities, aided by the 100-Day Plan approach.”

John W. Copeland, Managing Director, Leading Global Investment Bank

2007: “... the 100-Day Plan has energized our company on what’s truly important to grow the Narragansett Beer franchise within a specific, focused time period.”

Mark Hellendrung, CEO, Narragansett Brewing Company

2007: “As an early-stage CEO, I recognize and appreciate the need for the 100-Day Plan... Bill has pioneered the use of 100-Day Plans to cut through the nonsense and focus on delivering the essentials.”

Mark Thirman, Founder and CEO, AirPrint Networks, Inc.

“The value you create is measured by what someone else is willing to pay you for it. I cannot overstate the importance of making every decision as if your company is for sale even if it’s not. I was shocked how much more mine was worth managed as my investment instead of my business.”

Bill Hulbig, Founder, Cotuit Capital, LLC.

**Working Too Hard?
Working Too Long?
Making Too Little?
Living Too Little?**

**Need to Jump Start
Your Business?**

**Our 100-Day Plan courses for
business and life can help.**

We guarantee it!

(Money Back)



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SpeedWorking-101

Learn to exchange 24/7 drudgery for a 7/24 life of 7-hour workdays that turn organized chaos into unbridled productivity and the personal satisfaction of everyday accomplishments.

Learn to manage your time far more effectively in this crazy 24/7 world by compressing time 20:1

5 years > 100 days,
1 month > 1 day,
1 day > ½ hour,
60 minutes > 180 seconds



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SPEEDWORKING-101 BOOT CAMP

Learn Everything You Need to Go Virtual, It's Not About Delegation and Empowerment.

Work to obsolete myself? Absolutely, it's the only solution. You can't manufacture time when you need it, and you can't store it for later. Start by identifying and eliminating "lost" time and try to outsource everything else. Why? How can you get ahead at your job if you don't have time to take on something new? How are you going to bill more hours if you don't have any more available? How are you going to go on vacation without a smart-phone? How much is your life worth? If you can't get it done free – pay someone.

1 3-Minute Meeting Minder



A Cotuit Capital 3-Minute Meeting Minder is sent upon registering for SpeedWorking-101, or may be purchased at www.100-dayplans.com

Years ago I heard a story about using a 3-minute egg timer to shorten meetings. I purchased one on my way home one night, and that was the end of my meeting frustration. Just start your timer when the first presenter speaks, and move on to the next person, etc. Our timer has even proven to be a powerful sales tool. Once you have experienced the efficiency of disciplined meetings, the value of SpeedWorking and 100%100-Day Plans is obvious.

2 Virtual-U

Create a virtual life just like a virtual company. Get someone else to do it. Pay someone else to do it. Consider not doing it at all. Worship those who do it for you. Carry your Meeting Minder everywhere as a constant reminder to conserve time. Teach yourself save time everyday. Teach SpeedWorking to everyone: your managers, employees, service providers, investors, vendors, even your customers.

3 Consultive Interrogation

Bill Hulbig invented the Consultive Interrogation technique that asks questions and never gives answers. "Consultive" indicates it's done for the good of the interrogated, and "Interrogation" is used to extract every experience and thought remotely associated with a topic: the obvious, subliminal, possibly irrelevant, and in their opinion-stupid.

4 U-Teams

What's a U-Team? Any group of trusted persons that can function as another "you." Turn project ownership over to a team(s) and you get the safety of group decisions, knowledge of the details, power of collaboration, with individual accountability. Your goal is to create a network of U-Teams that are actually smarter than you – a Virtual-U.

5 SW-Teams

SpeedWorking works for any personality type, but to ensure a successful course outcome, we assign every registrant to an SW-Team for the course and for post-course certification.

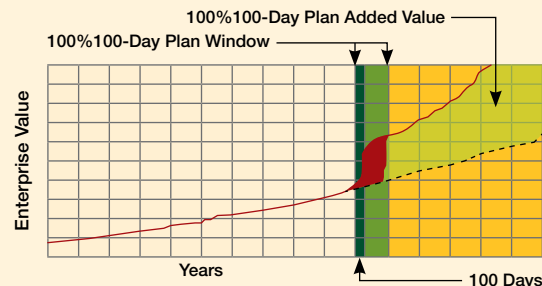
Certified SpeedWorker Degree

SpeedWorking can be taken as a stand-alone course, and is a prerequisite for our 100%100-Day courses.

ABOUT 100%100-DAY PLANS

100%100-Day Plans are 5-Year Plans, Not a Single Task, Compressed Into 100 Days.

100%100-Day Plans create well-defined 5-year goals and a comprehensive agenda of tasks to complete the goals in just 100 days. It's thinking long-term, acting in short-term bursts with a discipline to reevaluate every minute detail on a rigid schedule.



100%100-Day Plan Goal

To increase the value of a business 100% in 100 days or position it to double its ROI within a year while providing exceptional long-term sales and margin growth.

Eighteen 100-Day Plans = Extraordinary 5-Year Plan



Case Study: Start-Up National Bridal Gown Designer

April 2007: Industry team identifies 90 ambitious goals for execution in next 100 days.

100 Days Later: Accomplished most of the 90 goals and identified and completed a few new ones.

200 Days Later: Internal U-Team assembled, web traffic up 2000%, phone traffic up 2000%, sales up almost 100%, founder passes daily decision making to his team and takes a no-contact week off after three years of 24/7 - his U-Team delivers.

"... we held a 100 day boot camp to flush out what needed to be done to grow and brand our bridal gown company. It was an intense, fun, frustrating, and fascinating process... close to 90 items to do. If a management team can't accomplish a 100 day agenda, how can they reach the objectives of their 5-year plan?"

Bill Mishkin, President and Certified 100%100-Day Planner
Emerald Couturiers, LLC

"EMERALD Couturiers employees live in a world of 100-Day Plans that provide enormous challenges and a sense of accomplishment each and every day. Jump on board for the ride – it's great!"

Lynn Rohrman, Designer and 100%100-Day Planner
Emerald Couturiers, LLC

It's Proven and Transferable.

Everything to Gain – Nothing to Lose.

100%100-DAY PLANS-101 CLASS

Learn to Design 5-Year Plans, But Execute Them in 100 Days.

Successful 100%100-Day Plans require leveraging every decision, not taking risks or being lucky, but identifying and executing a large number of ideas that affect many aspects of your business. Maximum effectiveness occurs by first leveraging improvements that grow both sales and margin.

1 100-Day Plan Steps

100%100-Day Plan steps are the same as any 5-year plan.

2 Collaborative Information Systems

Foremost, create IT systems that drive sales and margins.

3 Methodologies

Successful execution relies on team ownership of a plan.

4 Analytics

Cotuit Capital invents techniques that consider opinions.

5 Core Strategies

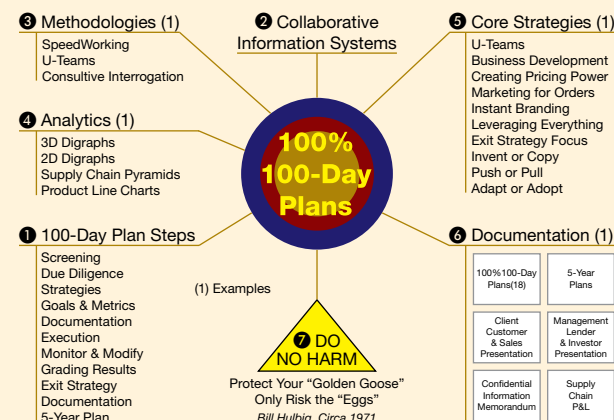
Growing sales and margins is safer than cutting costs.

6 Documentation

Great documentation is a roadmap to sales and margin.

7 DO NO HARM

Never jeopardize what you have for an uncertain future.



100%100-Day Plan EDS (Enterprise Development System)

Grading 100%100-Day Plans

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Bill Hulbig, Founder, COTUIT Capital, LLC.

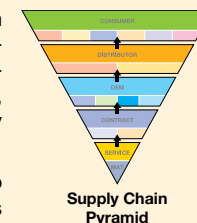
100%100-DAY PLANS-102 WORKSHOP

Learn Business Development Strategies For Substantial Sales & Margin Growth.

Business development is greater than the sum of sales plus marketing. Effective BD involves every department of your enterprise continually providing best-in-class service to every contact while systematically "ranking" them for possible further action. Everyone involved learns to create and apply even more sophisticated lead and customer servicing tools that prove it's much easier and less costly to take orders than to cold call – it's pulling vs. pushing.

Learn to rank contacts, leads, inquiries, quotations, and orders. Sell and up sell by asking the right questions, and listening to your customers. Offer personalized solutions. Discover how to: direct market to get orders – not just leads, push or pull, adopt or adapt, copy or invent, decide on high margin or high market share growth, provide best-in-class service and delivery, leverage orphan products and services, use commodities as a reason for customers to call more often, use custom commodities to generate higher margins, use subtle nuances of marketing media design and promotional programs to generate a commitment from customers that make you their preferred choice before they even contact you ... and much more.

Cotuit Capital invented the Supply Chain Pyramid as a powerful tool to uncover opportunities across entire industries by analyzing sales, margins, and other parameters, not just comparing the dynamics of supply and demand.



Cotuit Capital invented 3D Digraphs to uniquely analyze information that compares the emotional perspectives of multiple parties to provide decision making not otherwise available. They provide a realistic, disciplined, approach to quantify emotions and opinions. The 3D Digraph below is used by Cotuit Capital to evaluate potential investments.

	Executive Summary	Company History	Business Overview	Growth Strategies	Sales & Marketing	Products & Services	Organization	Information Technology	Facility	Management	Ownership	Financial Exhibits	Appendix	TOTALS
EBITDA Line Growth, 1yr														6
EBITDA Line Growth, 5yr														-5
Sales Growth, 12mo.														1
Sales Growth, 5yr														-5
Curb Appeal														-1
Credibility														-5
TOTALS	0	6	-1	-3	0	1	-1	-5	-2	-2	5	0	-5	7

3D Digraph

Contract Services

100%100-Day Plans
M&A Services