

High-Growth CEO Forums™

Great CEOs, Great Ideas, Great Outcomes

Great CEOs and great ideas. Can you think of a better combination to help you achieve your goal of building a truly great company? Since 1998, dozens of CEOs of emerging growth companies have led their organizations to significant and sustainable growth by applying ideas and best practices they've gained through participation in High-Growth CEO Forums. **These by-invitation-only peer groups are the only CEO Forums tailored specifically to the singular needs of investor-backed high-tech company leaders chartered with delivering timely, successful liquidity events.**

Six to twelve CEOs meet quarterly to solve tough issues, exchange ideas, develop best practices, and discover how to respond to make-or-break decisions. Noted experts in advising high-growth CEOs lead the CEO Forums and deliver timely and relevant IP. **The peer groups fill a crucial CEO advisory function by providing objective insights and experience members can obtain from no other source.**

Today, three CEO Forums (1998, 2002, 2005) in New England led by Catlin & Cookman Group partners Katherine Catlin and Bouzha Cookman have 27 members. Forums operated by licensed partners of the Catlin & Cookman Group in Europe and on the West Coast include more than 40 CEOs, bringing the entire international network of venture-backed CEOs to over 70 members.

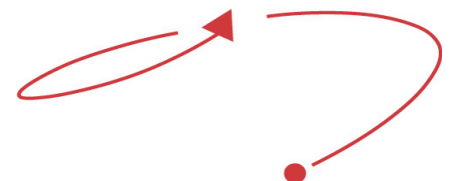
Ten Years of Proven Value - Snapshot of the CEO Forums Operating in New England:

- Member companies have generated over \$2.6B in market value: 10 successful M&A transactions and 3 IPOs over a 10-year period
- 45% of member companies have had successful liquidity events
- 3 successful exits in 2007/2008 (CEOs were in their CEO Forum for at least five years):
 - John Rizzi, eDialog (February 2008 M&A to GSI Commerce for 24x trailing EBITDA)
 - Janet Kraus, Circles (November 2007 M&A to Sodhexo for 12x EBITDA -- Janet is already CEO of her next funded venture)
 - Gail Goodman, Constant Contact (October 2007 IPO)
- Member companies currently average a 75% CAGR after at least one year in the CEO Forum
- Approximately \$445M in funding
- Over \$580M in revenue
- 98% annual retention rate after one year in a High-Growth CEO Forum™

Exceptional CEOs Dedicated to Growth

Each Forum has a dynamic set of extremely talented, high-quality CEOs with diverse skills and experiences. Participants:

- Are visionary yet practical leaders focused on achieving aggressive results.
- Have a track record of success and the potential to excel in leading their companies through all stages of growth.
- Value the learning and growth that occurs when smart people come together for frank and highly-focused discussions of critical issues.
- Represent a new breed of CEOs dedicated to building organizations that can continuously re-invent strategy and operations through innovation, collaboration, and staying close to customers.
- Share similar business environments so the forums serve as early detection systems for shifting trends that may significantly impact the future of their companies.



A Unique, High-Impact Format

The quarterly meetings allow for in-depth discussion of timely, member-chosen topics. Each session addresses “Member Challenges” (each CEO puts forth a specific issue for input), “Best Practices” (CEOs and Forum Leaders present topical solutions that have delivered excellent results) and common hot issues. This unique design offers significant value:

- Absolute confidentiality and consistent participation build cohesion and trust. Members present their toughest, most sensitive issues and receive unbiased perspectives not available from their BoD, management teams, or other advisors.
- Each member leaves with ideas, action items and accountability for reporting back on results before the next meeting.
- The focus is on the strategic big picture and aspects of the leadership role often lost in the fire-fighting atmosphere of most high-growth companies.

Informed by Cutting-Edge Thought-Leadership

In 1998 Catlin & Cookman Group created High-Growth CEO Forums. The firm is well known for building and leading High-Growth CEO Forums and for its High-Growth CEO Consulting. All licensed High-Growth CEO Forum leaders and partners use the depth and relevance of Catlin and Cookman Group’s intellectual property – including Katherine Catlin’s co-authored books *Leading at the Speed of Growth* and *Building the Awesome Organization*, cutting-edge tools, models and performance evaluators – to frame discussion and deliver actionable insights.

Typical Challenges Discussed

Members gain a competitive edge by discussing critical issues like these with peers who are on the same firing line:

Managing BoD effectiveness	Repeating success – getting multiple products to market
Sale vs. IPO -- pros and cons	Mergers, acquisitions and strategic alliances as growth strategies
Changing strategies and/or organizational structure	Establishing an operating system for effective execution
Building a world-class senior management team	The CEO as chief of planning and culture
Jumping to the next level of growth	

An Investment with Enormous Payback

Annual dues are \$15,000 plus expenses for lodging, meals and meeting facilities. The tremendous payback generated by this investment is clear from these Forum members:

“I fundamentally believe one of the reasons I have been successful is that for the past 5 years I have been a member of Catlin & Cookman Group’s High-Growth CEO Forum.”

Gail Goodman, CEO of Constant Contact®, successful October 2007 IPO with \$715M initial market cap

“The job of the CEO is inherently and unapologetically isolating. The High-Growth CEO Forum offers a refreshingly honest and sincere source of support and advice from peers who live on similar quarterdecks. Its format and strong facilitation differentiate it from other groups I have seen. The Forum is one of the most effective feedback and personal development mechanisms available to a CEO. It has made me a more effective leader and a happier, more balanced human being.”

Colin Angle, CEO of iRobot, which had a successful IPO in November 2005. Colin was an E&Y Entrepreneur of the Year winner in 2003.

“I am a strong advocate for the CEO Forum. I grew and sold my last company for 5X more than it was worth when I started as CEO. There is no way I could have done that without the Forum. The quality of the people and input I got from them along the way was invaluable. We are all dealing with the same issues, just different context and timeframes. A CEO’s biggest challenge is prioritizing – especially his/her time. The fact that most of this team never misses a meeting speaks volumes about the value proposition! As an aside, my current company is less than a year old and our last round post money was already 5X the first!”

Paul DiGiammarino, President & CEO of Anaqua. Paul is back in a High-Growth CEO Forum running his second company after a successful exit with his first.

“As the founder and CEO of eRoom Technology, I found the CEO Forum led by the Catlin & Cookman Group to be my most valuable sounding board. No other constituency could offer the direct, trusted and knowledgeable feedback I needed in the line of fire. Not the board, not my management team and certainly not my spouse. The CEO Forum provided me the opportunity to step back from the trees, reassess my long-term vision and strategy and gain clarity on often difficult and complex issues and over time I built some fabulous friendships.”

Jeffrey Beir, Former CEO of eRoom Technology and currently General Partner, North Bridge Venture Partners. Jeffrey was an E&Y Entrepreneur of the Year winner in 2003.



“Given my scars and collective experiences as a 3-time CEO, I would have thought that by now there would be nothing I could learn from a group such as this, but I am amazed at the insights I get from experienced and even newly appointed CEO's... I don't recall ever making a similar endorsement.”

Gene Robinson, CEO of I-Logix, Inc.

“The High-Growth CEO Forum fills a unique slot in a CEO’s advisory requirements. The group really shares deep problems, concerns, fears, challenges, and hopes. I didn’t expect the depth and clarity that we get into on some tough topics, such as how to handle sticky board of directors’ issues and how to make executive and organizational change better. The High-Growth CEO Forum was a major contributor to giving me the ideas and inspiration...that led to winning the Entrepreneur of the Year Award.”

Dan Schimmel, CEO of Pyramid Research, former CEO of OneSource Information Services and an E&Y Entrepreneur of the Year winner in 2001

Partial Current High-Growth CEO Forum Client List

Anaqua	Antenna Software	Authoria
Awareness	Circles	Constant Contact
Demandware	Determina	e-Dialog
Experience	iRobot	mValent
Pivotal Systems	Protegrity	PeopleCube
ReQuest	Spire	Tervela
ThingMagic	TMW Systems	Yodle

Member CEOs are in portfolios of the top venture capital firms including:

3i, Atlas Ventures, Flagship Ventures, General Catalyst Partners, Highland Capital, Matrix Partners, Mobius Venture Capital, North Bridge Venture Partners, Norwest Venture Partners, Polaris Venture Partners, Sevin Rosen Funds, US Venture Partners, Venrock.



Corporate Profile

Building a Community of CEOs Who Are Growing Great Companies

In today's fast-paced world, CEOs have the toughest job of all. While it's both exciting and rewarding, it can also be extraordinarily challenging. Where do CEOs turn for guidance? Since 1989, CEOs of emerging-growth companies have come to the Catlin & Cookman Group for our unique expertise and resources – proven methods and frameworks to plan for and manage growth and change. Our sole focus on the CEO experience sets us apart, and the highly targeted resources we offer – CEO forums, consulting processes and practical tools – are developed exclusively for CEOs who are committed to growing great companies.

High-Growth CEO Forums™

More than ever, CEOs need a group of peer advisors to help grapple with issues they can't discuss with their teams or Boards. Our unique Forums are tightly-knit groups of investor-backed CEOs from similar stage companies who meet quarterly to discuss their business challenges, advise each other about critical decisions, and develop best practices for managing growth. Our focus on customizing agendas to address members' real-time, bottom-line issues keeps the group accountable and the payback measurable. And, through our licensed partners, we are growing the number of High-Growth CEO Forums worldwide, creating a powerful, wide-reaching community of over 70 venture-backed CEOs.

High-Growth Consulting

To succeed, CEOs must create a shared vision and strategy with the executive team – and then execute ... flawlessly. We work closely with CEOs to define their strategic vision and annual plans, build and align executive teams, and create the organizational design, operating system and culture for impeccable execution. Our systematic, proven frameworks for growth deliver measurable results.

***Building the Profit Spiral®** Our foundation framework. Uncovers impediments to growth and helps CEOs and their executive teams create and implement strategic plans that include market focus, mission, values, vision, strategies, structure and culture — and an operating system to make sure the plan works. The result is the path to extraordinary growth.*

***Building the Executive Team as Leaders of Growth®** Defines the key responsibilities of the executives beyond their functional roles and develops a highly-focused and exceptionally strong team capable of leading the company to successful growth, breakthrough innovation and maximized profits.*

***Building the Awesome Organization.** Drives the strategic plan down into the organization – ensures that the critical metrics, operating processes, culture and activity alignment exist to execute the plan.*

Thought Leadership

Our deep understanding of the high-growth CEO experience is reflected in our books, articles and seminars – and on our website, www.ceoexchange.com.

***Books:** **Leading at the Speed of Growth: Journey from Entrepreneur to CEO** (Wiley, 2001) and **Building the Awesome Organization** (Wiley, 2002) by Founder Katherine Catlin and Jana Matthews.*

***Seminars and Speaking Engagements:** “Growing Your Company: The CEO's Challenge,” a two-year, 7-part series for the Massachusetts Software Council, “The New Breed of Leader” at the Future Forward Conference, “Planning Bootcamp,” “Getting to the Tipping Point” at the Nantucket Conference and many other engagements.*

Clients Include: Anaqua, Antenna Software, aPriori, Authentica, Authoria, Avotus, Bluespec, Circles, Concord Communications, Constant Contact, e-Dialog, Empirix, eRoom Technology, Experience, I-Logix, Inmagic, iRobot, LiveVault, PeopleCube, Monster.com, mValent, OneSource Information Services, PanGo Networks, Pantero, Soundbite, Steelpoint Technologies, The MathWorks, VFA, Sevin Rosen Funds, Polaris Venture Partners, and North Bridge Venture Partners

