

FirstCFO™
Part-Time CFO

Corporate
Finance &
Development

Capital Formation
& Due Diligence



Solutions for Start-Up, Small & Medium-Sized Businesses

Athena Business Solutions serves the needs of start-up, small and medium-sized businesses as they grow and face increasingly complex financial, operational, and business planning issues. For businesses that require the skills of an experienced CFO, Athena's suite of services provide a cost-effective, temporary or part-time solution.

FirstCFO™ - TEMPORARY OR PART-TIME CHIEF FINANCIAL OFFICER

Business Planning & Modeling - Athena can break down your past financial data, understand your segmented expenses, cost of capital, and profitability, and with that information help create future-looking analyses and business cases in support of business plans and investment decisions.

Accounting & Finance - Athena offers a turn-key, outsourced, finance and accounting solution. From monthly financial statements and analyses to AP and AR, Athena can help you save time, in a cost-effective and highly efficient manner, and allow you to focus on running your business.

Budgeting & Forecasting - Understanding past performance and translating that insight into forward-looking targets that align actual financial results with corporate strategy is a key to sustained growth. Athena can help you create metric-based planning models and develop rolling forecasts that will provide visibility and help your company focus on what matters most.

Financial Systems - As companies mature, accounting systems must evolve from a way to simply pay the bills to a strategic asset that can provide key business intelligence on financial and operational performance. Athena can help your business with needs assessment, planning, general ledger design, configuration and implementation and help ensure that your company gets the most out of its financial systems.

"A CFO is often an overlooked hire at a new business because of the expense and misunderstanding of the role... If a company wants to grow, there needs to be a solid foundation, which is what a good CFO will provide"

"Any business trying to grow without a strong CFO is at a competitive disadvantage."

"Our company never would have been able to scale successfully without a competent CFO."

"I really hadn't understood the role of a CFO. . .Now I wish I had hired one years ago."

"I used to think of a CFO as just a cost center for larger companies. I resisted hiring one until we really started to struggle . . .In retrospect, I'd recommend a good CFO to a business of any size."

"But for my CFO, I would have been out of Business at least twice in the last ten years."

CORPORATE FINANCE & DEVELOPMENT

Mergers & Acquisitions - From strategy and sourcing through structuring, due diligence and closing, Athena can help you prepare for and execute on due diligence, go to market in an organized manner, analyze projected dilution and control issues, and structure and negotiate terms in order to avoid pitfalls and achieve optimal results.

Investment Analysis - Athena can help break down your financial and operational data and build comprehensive pro-forma models which incorporate cost of capital, return on investment (ROI) analysis and help ensure alignment with your strategic and business plans.

CAPITAL FORMATION & DUE DILIGENCE

Equity & Debt Raising - Athena leverages its experience from both sides of the table - as both prior CFO of several VC & PE-back operating companies, and as a prior VC & PE fund principal. Athena will work with you to source, structure, negotiate and close equity capital.

Due Diligence - For operating companies engaged in M&A or capital formation efforts or on behalf of PE and VC firms, Athena provides a comprehensive due diligence and financial analysis solution. Athena's services will help enhance visibility, reduce risk, decrease costs and transaction time, and improve overall execution.

About Athena Business Solutions

Athena provides temporary and part-time CFO and related consulting services to start-up, small and medium-sized companies. Athena was founded with a mission to help businesses "get to the next level" of operational and financial growth and build the foundations needed for sustained success.

"I have worked with Peter on a variety of transactions, restructurings and strategic evaluations and implementations over the past five years. In every case, (his) sound judgment, exemplary ethics, creative structuring, work ethic and 'can do' attitude led to successful outcomes." - Parker B., Partner, Mustang Capital Partners



"Peter is one of the most intelligent and results-oriented individuals that I have ever had the pleasure of working with. Peter's strongest attributes in business are that he is leader in all senses of the word, and an 'execution artist'."
- Zachary D., President & CLO, MVG Development



"He has an uncanny ability to 'see the forest through the trees' and has the tenacity to complete complex transactions, all the while representing the best interests of his clients."
- Michael P., Principal, Spinnaker Management Group

"Peter is a dynamic individual who brought energy, direction and focus to our organization. He was a pleasure to work for and someone I would highly recommend as I think he adds tremendous value to an organization."
- Robert L., SVP Investments, CapTerra Financial Group

"He was more than ready to apply his depth and breadth of financial experience in direct, hands-on fashion in assisting the company through its formative, and often challenging, transition phase and was instrumental in maturing it to the point of stability. Peter also exhibited strong overall business acumen, strategic planning, tactical/execution expertise and professionalism that were relied upon heavily." - Steven A., COO, eProject (Daptiv)

Peter Shepard, Managing Director | Peter has spent his career helping small and medium sized companies get to the next level of operational and financial growth, often working through difficult periods of distress or restructuring in the interim. Prior to founding First Business Partners, Peter held senior positions with Venture Capital Funds and a Family Office and was CFO and CEO of several operating companies. He has worked in a variety of industries including business services, software, energy, financial services, and commercial real estate. Peter has an MS from the Massachusetts Institute of Technology, a JD from Cornell Law School, and a BA from New York University.

Jim Nollsch, Managing Director | Jim has nearly two decades of experience as an operator, investment banker, and management consultant. Jim has helped companies gain strategic insight on the challenges they face throughout his career and has provided leadership on mergers and acquisitions, product development, and corporate strategy. He was a co-founder of eCollege and has held operational roles with McDATA and the Fuel Team (now a division of PR Newswire). Jim has an MBA from the Kellogg School of Management and a BA in Biochemistry from the University of Colorado.

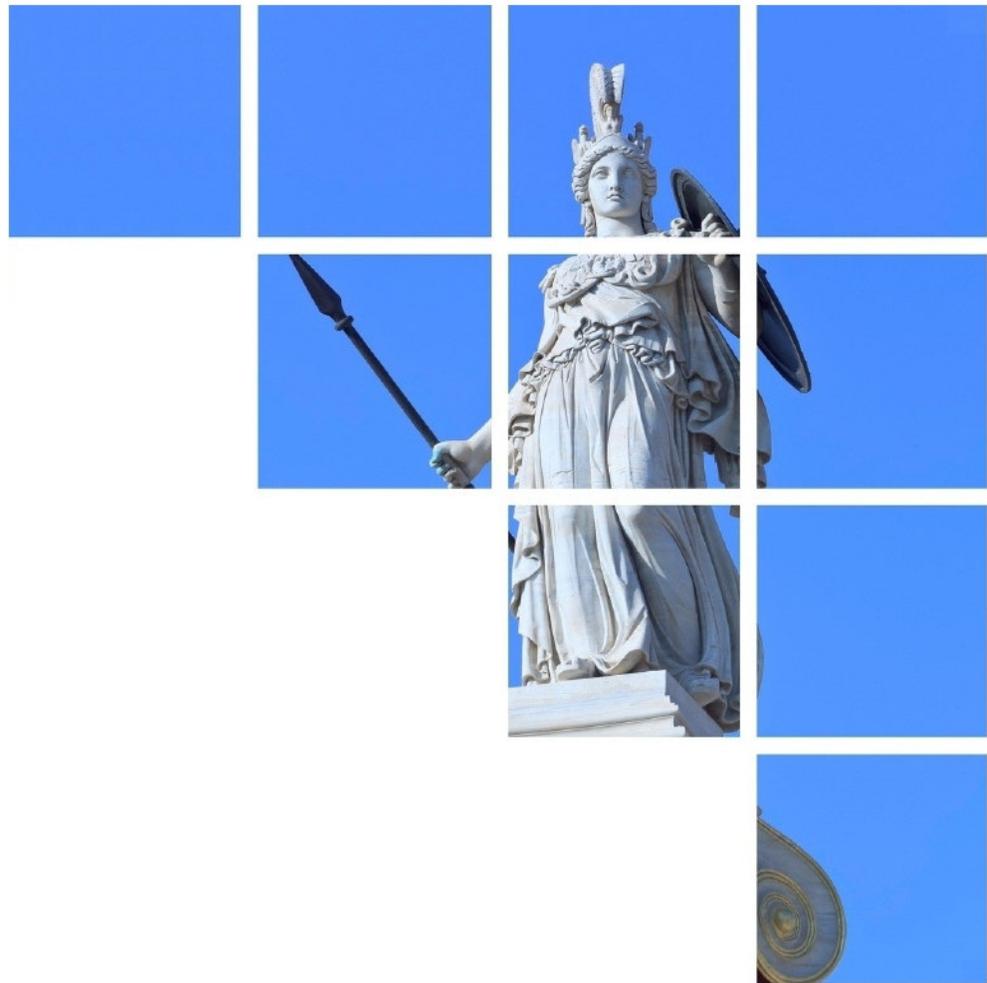
WORKING WITH ATHENA

Flexible
Part-Time, Project-Based, Temporary, or Ad Hoc Engagements

Affordable
Fixed, Hourly, and/or Incentive Based Fee Structures.

Low Risk
No Employee Benefits, Payroll Taxes or HR Liabilities. No Long-Term Commitments

Effective
Get the Quality and Experience of a Seasoned CFO and the Results to Match.



The Goddess Athena

Athena is the ancient Greek goddess of war, wisdom, and strategy. Athena led battles as a well-disciplined, strategic warrior. Though she was the goddess of war, Athena disliked fighting unless out of necessity, and preferred using wisdom to settle disputes. Athena appears in Greek mythology as a helper of many heroes including Odysseus, Jason, and Hercules.



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