



BRENNAN CAPITAL PARTNERS

Catalysts to Opportunity

Business opportunity is everywhere.

You'll find opportunity in the small business with the great idea. The family business with the long history. The corporate merger with the changing infrastructure. The dividing line between success and disappointment lies in knowing what to do with those opportunities. And that's where Brennan Capital Partners (BCP) comes in.

We are venture catalysts: the bridge that connects entrepreneurs with funding, and investors with opportunity. On the entrepreneurial side, we assist clients with smart business structure, funding, packaging, marketing, and executive leadership. On the investment side, we provide solid, rigorously vetted opportunities, many of which we believe in so strongly, we've not only taken an active advisory role, we've added our own investment dollars.

Highly Selective, Potential-Oriented Business Partners

BCP works primarily with private, entrepreneurial companies to provide strategic consulting services across a number of disciplines. Of the more than 400 business proposals we review each year, only 2-3% of the most promising entrepreneurial opportunities are accepted as BCP projects. If you're the business, that means we believe wholly in your potential. And if you're the investor, that means we can recommend without hesitation.

Engagement Requirements

To be accepted for engagement, we must have the ability to add significant value through our consulting and funding expertise. We typically work in the \$2-\$20-million dollar range, although occasional engagements are at \$100,000-\$750,000.

Benchmarks include:

Structural

A sound business model with a strong, existing management team.

Financial

A post-revenue break-even cash flow or better, predictable cash flows currently existing or visible in the near future, and substantial and/or growing operating margins.

Product

A defensible product or service and intellectual property protection. Please note that while we consult with and invest in a wide variety of industries, we do not work with entrepreneurial companies in the biotech, pharmaceutical, or real estate segments.

Broad Services with Focused Expertise

Board Development
Shareholder Value Enhancement
Capitalization Strategies
C-Level Executive Placement
Corporate Governance
Due Diligence & Negotiation
Executive Leadership & Mentoring
Finance & Budgeting
Investor, Analyst & Board Relations
Production Management
Capital Acquisition
Sarbanes-Oxley Compliance
Strategic Planning
Team Building

Case Study: Entrust Bankcard, Meza, AZ



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Background

Entrust Holdings, LLC founded in 2006 and headquartered in Mesa, AZ, is a highly sophisticated Independent Sales Organization (ISO) in the merchant acquirer segment of the payment card Industry. The company has developed a systematic sales approach that allows it to excel at marketing payment-card processing solutions and complementary services to small and medium sized merchants across the country.

Challenge

Entrust was experiencing explosive growth and wanted to expand its operations by adding multiple call centers and making key strategic acquisitions. Although generating strong positive cash flow, the company required a thorough financial analysis and capitalization strategy to execute on its strategic growth plan.

Solution

BCP worked with Entrust to generate a strategic growth plan and presented the Entrust opportunity to 25+ institutional contacts. At this writing, we expect to close on a \$5-million dollar mezzanine debt investment with access to an additional \$5-million dollar line of credit for future accretive acquisitions.



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Of the more than 400 business proposals we review each year, only 2-3% of the most promising entrepreneurial opportunities are accepted as Brennan projects.

Case Study: SkyWire Media, Las Vegas, NV



Background

Founded in 2005, SkyWire Media Inc. is an award-winning leader in digital mobile marketing. SkyWire works with clients to enable their clients' mobile content and to provide customized mobile device solutions. The company's products allow organizations, both large and small, to distribute rich personalized content to mobile devices, anywhere and at any time.

Challenge

SkyWire had previously raised angel money to develop its product offering and to grow its client base but had not quite reached a break-even cash flow position. The Company needed significant help in crafting a long-term financing strategy, producing a professional business plan, and accessing appropriate funding sources to help them grow.

Solution

BCP helped SkyWire complete a small equity round of \$500,000 to help them get to a positive cash flow position with follow-on financing. SkyWire is now positioned for a \$3.5-million dollar bridge to carry them to a Q1/Q2, 2012 IPO. BCP put together a comprehensive business plan and exposed it to 20 first-tier investment banks. Several are in active discussions for selection as the book runner(s) for the IPO. Among the most interested are; Citi, Deutsche, Barclays, RBC, Stifel, and Raymond James. BCP also has 15 bridge financing institutions looking at the opportunity to bridge SkyWire into its IPO



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Meet our Founders: Mark H. Brennan, Principal



“My sole focus is to help entrepreneurs succeed.”

For more than a decade before cofounding Brennan Capital Partners, Mark served as president of his own consulting firm, The Brennan Consulting Group. During this time, he managed a number of long-term, multi-year management and operations consulting engagements in various business sectors. In addition to his ongoing consulting practice, Mark has also founded, operated, and grown a number of companies in a variety of industries and considers himself first and foremost a “serial entrepreneur.” With considerable start-up, turn-around, and operations and finance experience, Mark brings a very well-rounded skill set to his clients.

Mark has many years of active business experience at senior executive levels in sectors such as commercial real estate development and management, telecommunications & networking, internet-based education, commercial aviation services, franchise operations, retail quick service restaurant development and management, and specialty retail products. He also has 60 years of cumulative experience as a board member with both public and private companies in a wide range of industries, including commercial banking, broadband wireless services, software development, data archival and

retrieval service systems, social networking, franchising, mining & mineral exploration, and fast/casual restaurant operations. In addition, Mark is an active private equity investor and advisor to seed- and early-stage ventures.

Associations

- Founding Member, Vegas Valley Angels, a non-profit organization of accredited investors who search out, invest in, mentor, and foster the development of new and developing companies located principally in the Southwest.
- Past board member and officer, Nevada Chapter of the Young President’s Organization; nine-year tenure.
- Founder and past president of the Harvard Business School Armed Forces Alumni Association
- Member, Harvard Alumni Association.

Southwestern Entrepreneurship Organizations

- Technology Ventures Corporation
- Vegas Venture Forum
- Donald W. Reynolds Nevada Business Plan Competition
- Tri-State Business Plan Competition

- UNLV’s Center for Entrepreneurship
- Member, of Advisors to the Nevada Center for Entrepreneurship & Technology
- Founding member, Executive Committee of UNLV’s Center for Entrepreneurship
- Frequently guest lecturer, UNLV College of Business, undergraduate, graduate, and executive MBA program levels.

Education

MBA, Harvard Business School

MA in Management, National University

BS in International Relations & Foreign Affairs, United States Air Force Academy

After graduating from the United States Air Force Academy and earning his commission as an officer in the United States Air Force, he served his country as an eight-year fighter pilot and instructor pilot where he flew five different types of fighter aircraft with the majority of his experience in the F-16 Falcon.



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Meet our Founders: Ian R. McNeil, Principal



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“I like to get my hands dirty; to get right in there and help companies succeed.”

Ian is experienced in a wide range of operational capacities with a proven track record of raising capital from variety of sources, including individuals and angels, venture capitalists and institutions. He prides himself on being a high-performance strategic advisor, bringing his clients an eclectic range of experience from several different industries.

A proponent of building strong operations teams by defining key performance indicators, Ian builds a dashboard to monitor and constantly improve operations. With this platform in place, he identifies and secures the correct amount and appropriate type of capital to fuel and support the operational growth.

In addition to working with clients, Ian is also an active private equity investor and advisor to seed- and early-stage ventures. He has significant experience as a board member with both public and private companies and understands the reporting requirements in today’s very complex regulatory environment.

Associations

- Vegas Valley Angels, a non-profit organization of accredited investors who search out, invest in, mentor, and foster the development of new and developing companies located principally in the Southwest.
- Candlelighters Childhood Cancer Foundation and St. Vincent’s Soup Kitchen

Southwestern Entrepreneurship Organizations

- Guest Lecturer, UNLV College of Business NBA Program
- Donald W. Reynolds Nevada Business Plan Competition

Education

Bachelor of Commerce in Entrepreneurship and Finance, University of Victoria, Victoria, BC, Canada.