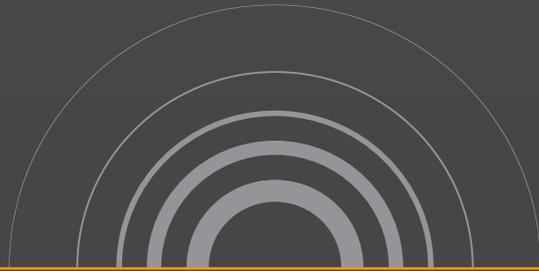




**Make the leap to  
high-speed growth**





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# The gateway to high-speed growth

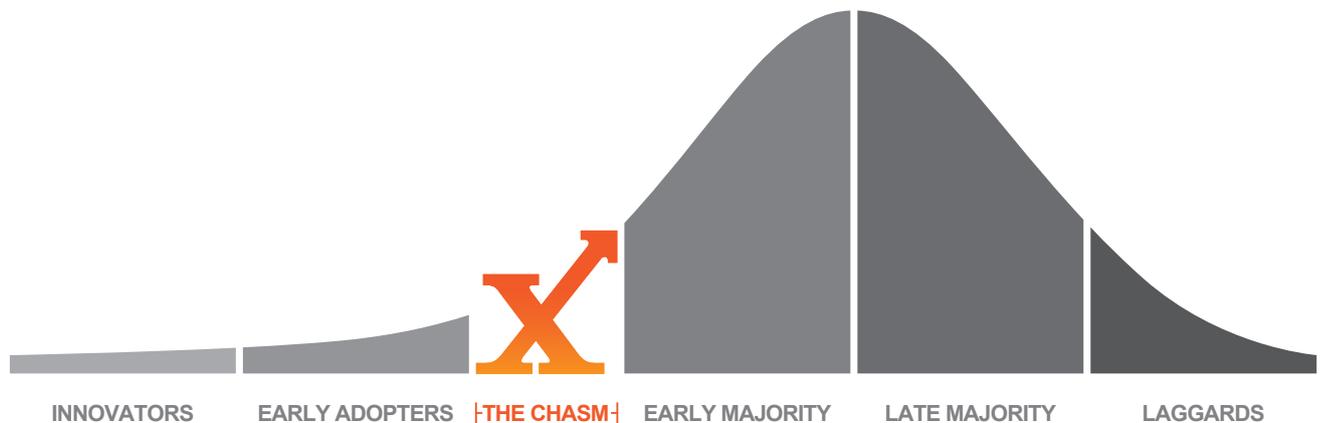
JumpXL is a business consultancy and global network of highly skilled investors and industry leaders focused on helping technology businesses achieve accelerated growth through proven methodologies and practices.

Our deep market knowledge and expertise mean we can quickly understand businesses and uncover the insights that will power the next phase of their success.



The Culture Ripple™

Through a dynamic hands-on approach JumpXL enables companies to avoid the dangers early businesses are prone to, helping them bypass costly mistakes. We recognise the importance of the power and drive that spring from the entrepreneurial spirit and are passionate about protecting that spirit in businesses, even as they grow. JumpXL has patented The Culture Ripple™, a methodology for ensuring that organisations create and preserve the ethos that will help fuel their success. **JumpXL introduces sustainable business strategies and practical actions that enable businesses to make the next leap forward in their development and achieve high-speed growth.**



Amended from The Revised Technology Adoption Life Cycle from Crossing the Chasm by Geoffrey Moore

“Andy came onboard as investor and advisor with a focus on sales. From day one he provided advise and key insights. He has been invaluable in helping us to build a strong and very structured sales operation from scratch. Getting a focused, solution driven sales operation in place is essential to any startup, and that’s exactly the business strategy Andy has helped us implement. It is a real pleasure to work with him and to be a sparring partner. As an excellent team player and leader, he is able work with a great bunch of talented co-funders.”

Dorian Selz, CEO & Founder here at Squirro

# Right first time business solutions

JumpXL provides decades of front-line experience and expertise to the point of need – be that start-up operations, business strategies, sales methodologies, land & expand tactics or managing cultural change in high growth organisations. Helping businesses ‘Jump the Gap’, avoid the obstacles to growth and achieve their full potential by providing outstanding goods and services.

## Global Accelerator Services

JumpXL’s offerings and relationships are available to achieve accelerated growth;

- Investments and active advice
  - ▶ Angel and seed investments with a unique hands-on assistance model
- Business in a Box
  - ▶ Provision of exclusive partnership status to achieve low risk international growth at high-speed without the need for significant institutional VC relationships
- Non-Executive Directorship roles
  - ▶ Close directorship partnership with select companies
- Access to and membership of a global start-up/entrepreneurs network
- Business Alignment Management Methodology and services

“Andy is a trusted advisor to Rapide, and has been an invaluable asset. His advice has ranged from business strategy, sales methodology to key talent recruitment. Andy is hands-on, practical and very understanding. He gives his time up willingly and is an enthusiastic contributor. He has saved us from making costly mistakes and helped us embrace new opportunities for growth.”

Nigel Shanahan, Managing Director, Rapide

rapide

# Right first time business solutions

## Business Alignment Management Services

- Business Alignment Management is a business management methodology that addresses a uniquely successful approach based on alignment of employees, customers and partners. BAM is specifically targeted on building and managing high potential companies into high growth cycles and new fertile global marketplaces with high caliber teams
- BAM is a framework that connects a suite of JumpXL and partners' offerings to deliver a comprehensive business support proposition to start-ups and small companies to achieve accelerate growth;
  - ✓ Defining business strategy
  - ✓ Creating a strategic map and organisational alignment
  - ✓ Defining and living to the Mission, Vision and Core Values of your company
  - ✓ The Culture Ripple™: culture creation and evolution – protection of the entrepreneurial spirit
  - ✓ Managing fast growth
  - ✓ Order not bureaucracy – building simple and efficient business processes
  - ✓ Managing organisational politics
  - ✓ Executive and management coaching
  - ✓ Achieving enterprise readiness and credibility
  - ✓ Building a cost conscious company – managing the P&L
  - ✓ Achieving world class 360° customer relationship management
  - ✓ Sales
    - ▶ Sales messages and materials
    - ▶ Sales methodology: Value selling
      - Lead generation
      - Pipeline management
      - Opportunity management
      - Forecasting
      - Negotiations, contracts and closing deals
  - Enterprise account management – lighthouse accounts
  - Selling to the enterprise and the CIO
  - Land and expand strategies
    - ▶ Sales management
  - ✓ Gaining credibility in your first interaction: Presentations and 'Chalk & Talk' selling
  - ✓ Team structures: optimising sales and technical teams for maximum productivity
  - ✓ Pre-sales and consulting
    - ▶ Value surveys
  - ✓ Marketing
    - ▶ Product and field marketing disciplines
    - ▶ Branding
    - ▶ Market communications
  - ✓ Solution development: from product development to packaged offerings
  - ✓ Partners and Channels
    - ▶ Partner programs
    - ▶ Recruitment
    - ▶ Introduction to and activation of a global partner network
    - ▶ Working with OEM partners
    - ▶ Incentives
    - ▶ Training and education
    - ▶ Partner academy
    - ▶ Support structures
  - ✓ HR
    - ▶ How to get the best people: recruitment, interviewing and on-boarding
    - ▶ Academy
    - ▶ Employee surveys
  - ✓ Training & Education
  - ✓ Using IT solutions for faster growth
    - ▶ Using business discovery analytics to improve your business
    - ▶ Understanding and exploiting social media for better business
    - ▶ Exploiting CRM solutions to increase sales and improve support

# JumpXL – a team of all the talents

We believe that every business has the potential to achieve accelerated year-on-year growth given the right combination of leadership support, business development opportunities, access to capital, strategic insights, and the injection of the right talent at the right time. We believe that the energy and passion of start-ups, if properly shaped and directed, is a vital ingredient for continued success. We therefore work hard to protect and retain the company's unique entrepreneurial spirit.

## Founder and Owner: **Andy Honess**



Andy has a passion for building and guiding start-ups and small companies into high-speed growth and market leadership positions; helping them make the leap to the next phase of their success. With over 23 years of experience in the highly competitive enterprise

software industry, Andy has held senior sales and executive leadership positions in IBM, Siebel (with whom he generated \$50m in personal sales) and small/medium start-ups. Most recently he was managing director and vice president of QlikTech (NASDAQ: QLIK), where for five years he built and managed the UK and Irish operations from scratch, achieving year on year growth levels between 55%-355%. He then progressed to building the company's global enterprise accounts business and first industry business unit in financial services. Andy is now an investor in, and advisor to, the hi-tech sector. He holds an honours degree in Business Information Systems.

## Executive Skills

- Executive Leadership and Management
- Sales Process Optimisation
- Lead Management and Marketing Strategy and Execution
- P/L Management and Control
- Strategic Planning and Profit Enhancement
- Start-up and Turnaround Operations
- New Business Development
- Financial and Operations Management
- Contract Negotiations and Deal Structuring
- Cost Containment and Control
- CXO Level Selling
- Global Coordination of Sales Teams, Partners and Clients
- Multi-country Sales and Management Experience
- High Value and Complex Deal Management
- Distribution and Reseller Channels – Development and Optimisation
- Team Recruitment and Management
- Performance Management Across Multi-job Types
- HR and Personnel Development Plans
- Handling Multi-Million Dollar Budgets
- Client Relationship Management
- Services Team Construction and Refinement
- Building a High Growth Training Operation for Clients and Partners
- Public Speaking/Presentations
- PR Trained and Experienced, including Agency Management
- Market Expansion Initiatives
- Performance and Productivity Improvements
- Value Selling and Marketing: Solution Selling, CCS, Consultative Selling, TAS etc

“ Having known Andy for some 15 years, in a working partnership that has covered senior operational roles and more recently seed investment partnerships, I have witnessed first hand his unique enthusiasm for, and proven track record in, driving success in business.

Andy has been a key contributor in some of the fastest growing and most successful global software companies (Siebel Systems & QlikTech) and he has a highly valuable and vibrant network of clients and partners, with a deep and rich experience in selling into the enterprise marketplaces.

Combining his start-up drive and experience with hands on and active investment help for well selected hot new tech companies, Andy has the competency, credibility and track record to be a great asset to any ambitious young company.

I look forward to a long and close working relationship with Andy, continuing to build highly successful technology companies. ”

Alex Ott, Founder, CrossContinentalVentures

**Make the leap to high-speed growth now**

Call or email JumpXL to begin the next phase of your business's success.

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