

ENTREPRENEURSHIP HOUR

WITH VICTOR EDOZIEN AND AL ROBERTSON

Victor Edozien

CEO and President

Experience

- President and CEO of The Asaba Group, Inc (www.theasabagroup.com) a holding company which leverages its strategy consulting background and insights to create value for all stakeholders. Its holdings are manufacturing plants focused on serving the automotive, aerospace, defense, and consumer industries.
- Over fifteen years experience implementing strategy development, business turnarounds, acquisition analysis & due diligence, competitive benchmarking, profit improvement, and accelerated revenue growth strategies in private equity and leveraged buyout situations
- Prior business experience:
 - The Lucas Group (a Bain & Co. spinoff - www.lucasgroupinc.com) – Principal at strategy consulting firm focused on corporate strategy development and profit improvement for private equity funds and middle market enterprises
 - Ford Motor Company (www.ford.com) – Finance cost analyst with electrical and fuel handling parts manufacturing plants and engineering development facilities in (Rawsonville/Ypsilanti) USA and (Alba) Hungary
 - United Technologies/Carrier Corporation (www.utc.com) – Product development engineer. Design and developed microprocessor control systems for HVAC applications.
- Portfolio Companies - Principal investor and President/CEO
 - AG Manufacturing Inc (www.agmanufacturing.com) An electrical and electronics sub-assembly manufacturer for the automotive, marine, and military defense industries. Products include electronic control actuators, electromechanical, pneumatic, and hydraulic components for automotive, truck, and military applications. AG has plants in Michigan, Illinois, and Alabama
 - SET Enterprises, Inc (www.setenterprises.com) A leading provider of steel processing services to the automotive industry. Customers include OEMs and direct/Tier 1 suppliers. SET has locations in Michigan, Alabama, Indiana, and Illinois.

Education and Professional Associations

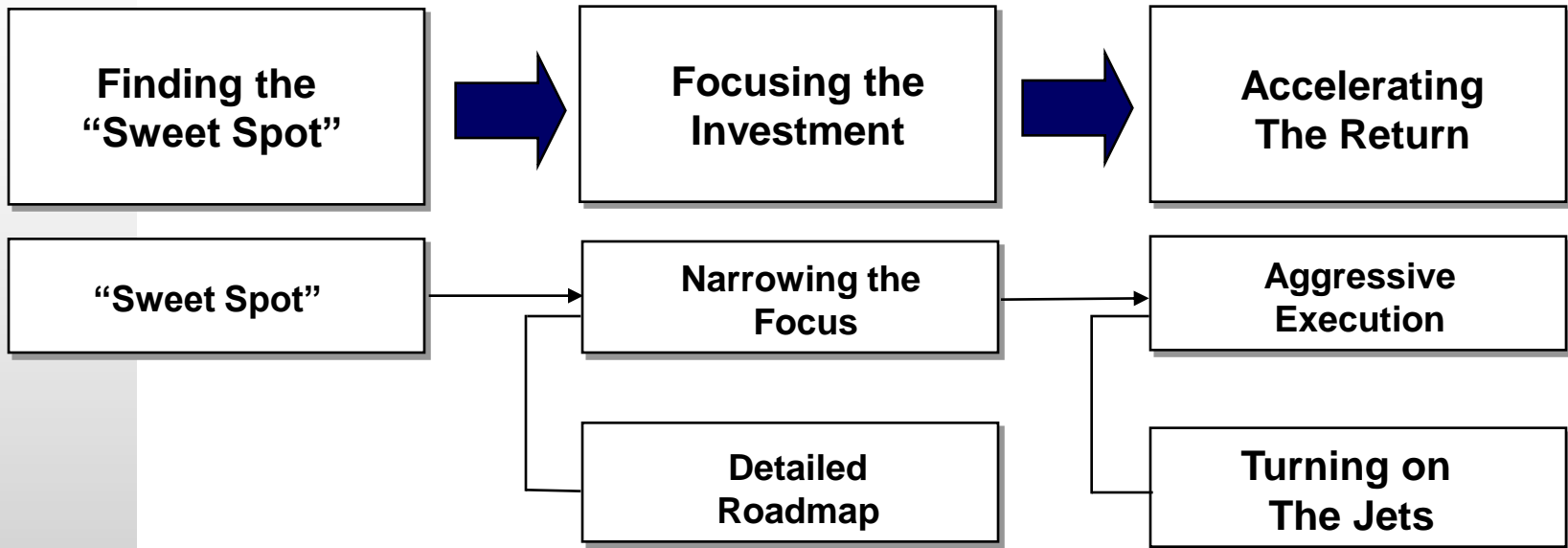
- Executive Management Program, Haas School of Business, University of California, Berkeley
- M.B.A. (Finance and Operations Management), Katz School of Business, University of Pittsburgh
- M.S. Engineering, Syracuse University
- B.S. Electrical Engineering and B.A. Geology and minor in Mathematics, Syracuse University
- US Army Veteran – 10th Mountain Infantry Division (Fort Drum, NY)
- Awarded US Patent for refrigerant recovery electronic configuration system

Background

- **Leveraging a Heritage of Strategy Consulting and Advisory Services**
 - Objective was how best to create value from consulting insights and knowledge
- **Each Company has an Identified Competitive "white space"**
 - A niche market segment was underserved and relevant to customers.
 - Addressable, Defensible and Stickiness to customer
- **A Deep Understanding of Growth and Profit Drivers**
 - Fact based, data driven and rigorous analysis
 - Data – Information – Intelligence - Insights
- **Focused Management Teams – Sector Specific Expertise**

Portfolio Companies

- **AG Manufacturing Inc (www.agmanufacturing.com)**
 - Electrical and electronics sub-assembly manufacturer for the automotive, marine, and military defense industries
 - Products include electronic control actuators, electromechanical, pneumatic, and hydraulic components.
 - Plants in Michigan, Illinois, and Alabama
- **SET Enterprises, Inc (www.setenterprises.com)**
 - A leading provider of steel processing services to the automotive industry.
 - Plants in Michigan, Alabama, Indiana, and Illinois.
- **First acquisition in 2004; most recent on 2012**
 - Total Portfolio Revenues has grown from \$1.2M in 2004 to \$378M in 2012



**Finding the
“Sweet Spot”**

Defining “Core Strengths”

- Distinctive competencies
- Value Chain partner
- Strategic control

“Competition-Free Zones”

**Focusing the
Investment**

Narrowing the focus

- “Point of Attack”
- Highest value returns
- Being Lean

Detailed Roadmap

- Deliverables/timing
- Responsibility
- Resources
- Measurement

**Accelerating
The Return**

Aggressive Execution

Virtuous cycles

- Accelerated Feedback loops

Tactics

- Levers
- Incentives
- Culture and People

Some Keys to Success

- **Tenacity and Perseverance**
- **Relentless Focus on the Mission**
 - Balancing priorities versus urgencies
 - Dealing with the “noise” and “clutter”
- **Business Planning**
 - Thinking through the critical elements of the venture
 - Scenario “what if” planning
- **Staying Hungry**
 - Be paranoid about the competition
 - Constantly review your value to your customer
- **Passion**
 - Loving what you do and not finding it stressful

The Asaba Challenges

- **Concurrent Predicament**
 - The need to accomplish a wide variety of critical tasks
 - Typically within a constrained time period and with limited resources
- **Resisting the Bias for Action/Desire to Move Quickly**
 - Its important to think things through and understand consequences
 - Not Big Fish But Fast Fish mindset
- **Dealing With Difficult Times and Failures**
 - Failures isn't the opposite of Success but an integral part of the road to Success
 - Its always darkest before the dawn
 - A crisis is a terrible thing to waste

There Are Rewards In Mature Industries

How innovation translates into higher prices by moving up the value chain

Prevailing prices for various coffee offerings:

COMMODITY



1¢ - 2¢
Per Cup

GOODS



5¢ - 25¢
Per Cup

SERVICE



75¢ - \$1.50
Per Cup

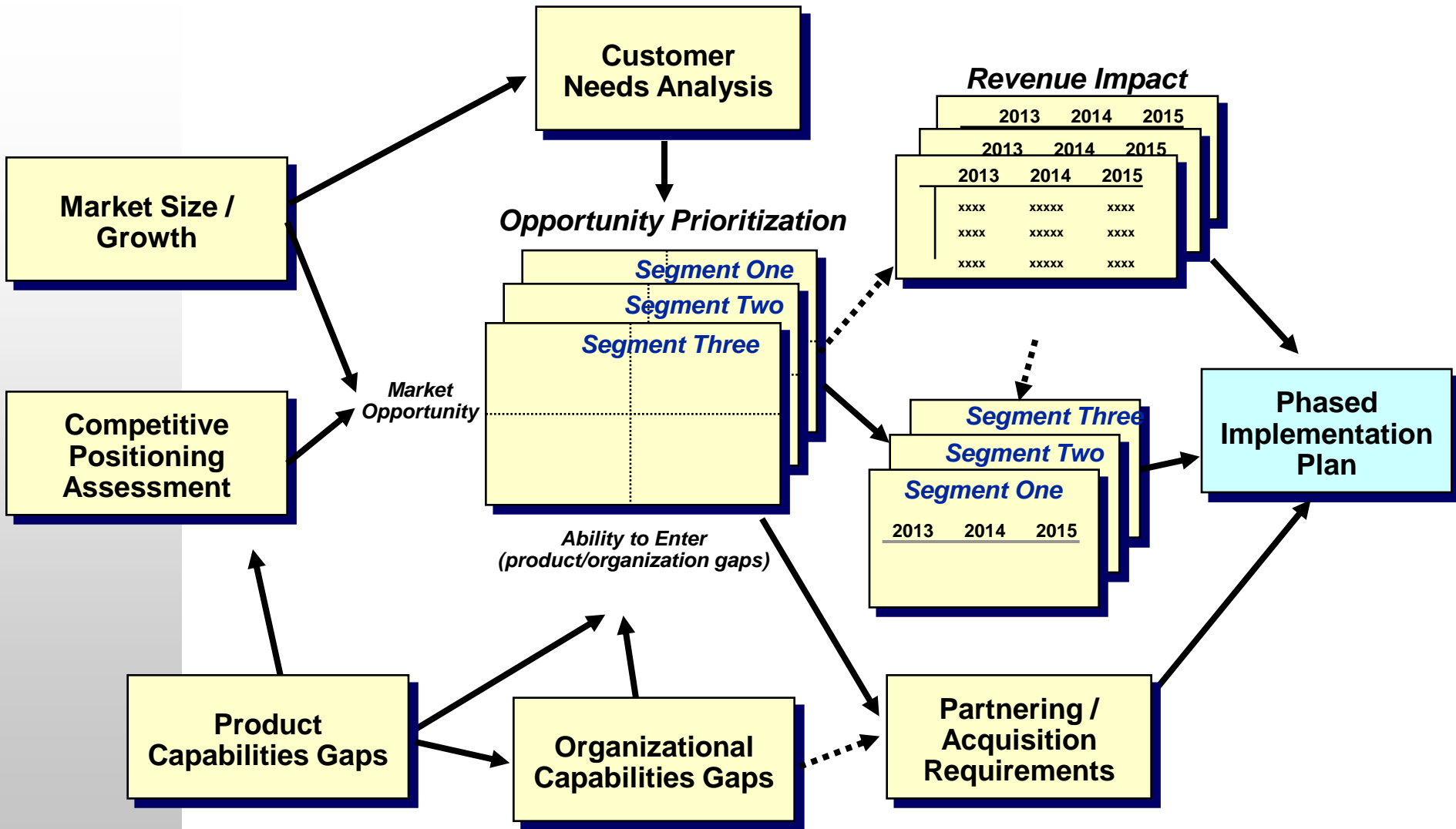
EXPERIENCE



\$2 - \$5
Per Cup

Business Plan

How Its Comes Together...



The Asaba Group

www.theasabagroup.com