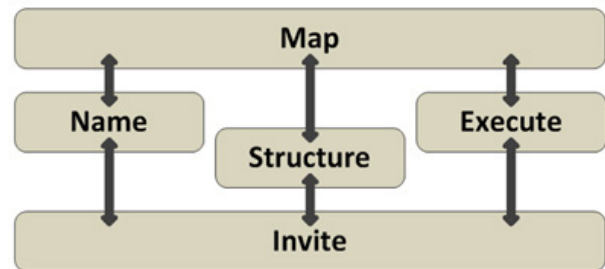


## The Criterion Ventures Methodology

To structure our work and make the interactions with our clients more effective we use a five part methodology which involves: Mapping, Naming, Inviting, Structuring, and Executing. Each of these parts can be thought of independently, though all may be necessary at any given time to move a project forward. They are not employed in chronological order, but rather the results of work in any one area may impact the other four.

### Mapping

We usually begin a new project by mapping the existing space to understand what others have already tried, what is working, and what is not. Often the most important thing we learn is what is missing, which leads us to discover an opportunity for a new and important venture. Through these maps we convey and analyze the relationships and context in and around the venture. As we map we create a visual mode of thinking about the venture and how it fits into the broader ecosystem.



### Naming

Working with our client and/or partners we create a brief description of the need and how the new venture will meet it. Naming involves strategy, market research, and branding. Early in ventures, naming allows us to identify possible alliances, hone in on short term capital, and attract an early set of committed leadership.

### Invitation

It is through careful invitation that we bring together the people and organizations who will enable the venture to succeed. We invite individuals and institutions into the venture early and often to create an effective network of engaged players, whether those be endorsers, customers, distributors, board members, donors, or any other group. And we ensure that the invitations are authentic, recognizing that these interactions form the basis of how these people will work with the venture in the future. Inviting is branding, business development, sales, marketing, customer care, and partner development.

### Structuring

From various starting points, we construct the model and capacities required to achieve the venture's goals. Structuring includes business planning, resource recruiting, establishing legal and governance structures, and performing due diligence.

### Execution

We move ventures forward towards their vision, according to and accommodating plans. Often, our execution takes place in a space that is fluid. It includes management of complexities including communications, commitments, reporting and tradeoffs between time, cost and quality. Executing includes all aspects of business – sales, marketing, systems development, human resources, finance and others. Criterion's reputation of showing up and helping shines here – we move past helping to strategize or plan and just get things done. Our role changes over the life of a venture but it is always defined by a set of outcomes and deliverables.