



Business intelligence for your strategic decisions

Sectorial Study and Market Analysis

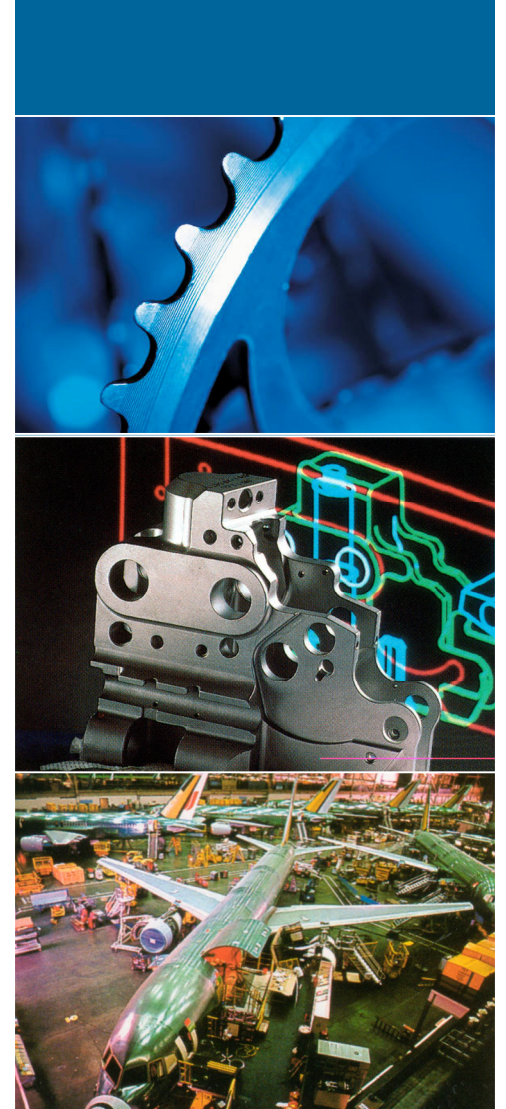
Strategic Planning

Financing Strategy

Strategic Alliances

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Mission

Promote, direct and support the economic development and realization of investment projects.

Business Engineering and Economic Development

Support and counsel in structuring investment or development projects, from the idea to obtaining financing, including the analysis of business opportunities or the sectorial strategic study, the development of the business plan and putting together the financial package. Support of the entrepreneurs in the development of start-up, growth, strategic alliances and merger & acquisition strategies. Support of the government agencies in their industrial development strategies.

Investment Strategy

Specialized support services for decision making and project evaluation, including financial and strategic analysis, technological evaluation, industry watch, prospecting of investment projects, and development of sectorial strategies.

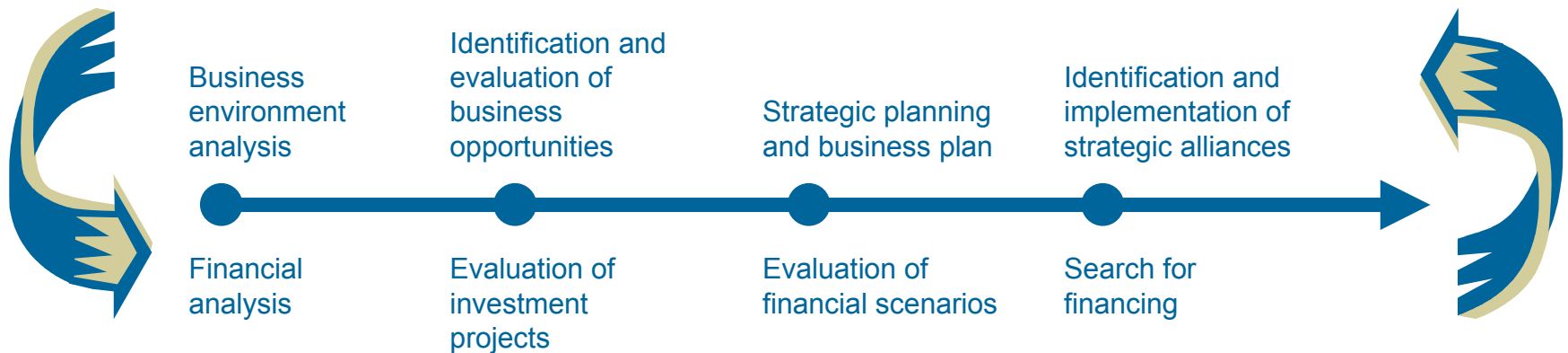
What is a strategic broker?

Someone who understand enough about specific technologies and markets to see the potential for new products, raise whatever money is necessary to launch the project, and assemble the right people to carry it out. Rather than controlling organizations, founding businesses, or inventing things, such people are continuously engaged in managing ideas.

- Adapted from the political economist Robert B. Reich, in "The Work of Nations", 1991.

A **continuum of services** ensuring the coherence between strategic and financial objectives

Strategy



Finance

An approach based on three complementary elements

Plan

Development of a strategic planning process: analysis of the business environment, the issues and key factors to success; diagnostic of the company and its competitive advantages; setting of business and financial goals; development of the strategies and measures to attain these goals.

Synthesize

Creation of a synthesis presenting in a clear, concise and coherent fashion the connection between the outlook, the strategies adopted, the plan and the financial strategy. This synthesis combines the strategic thinking of management, and of completed studies and analyses.

Communicate

Planned communication of corporate vision and strategy, tailored to different audiences: investors and lenders, to ensure their financial support of company development; potential business partners in strategic alliances, and employees, to mobilize them in making the strategic plan a reality.

Consulting services in business engineering for various kind of projects

- Company Start-Ups
- R&D Projects
- Pre-Commercialization / Pilot Projects /
Technology and Business Validation
- Technology Showcase
- Marketing of New Technologies
- Growth Plan
- Strategic Alliances (R&D, Marketing,
Distribution, Technology Partnership, etc.)
- Plant Expansion or New Plant
- Merger & Acquisition
- Spin-Offs
- Strategic or Geographic Diversification
- Identification of New Business Opportunities
- Restructuring
- Sale
- Industrial Prospection

Some recent clients

AMT Die casting • Fondation CSN • Fonderie Duranton Sicfond (France) • Hydro-Québec •
HQ Capitech • Investissement Québec • Ministère du développement économique et régional (Québec) •
Modelex • National Research Council of Canada • Process Performance Technologies •
Société de développement du magnésium (SDM) • Société de la Vallée de l'aluminium •
Société générale de financement du Québec (SGF) •
Technologies Intermag • Transport Canada • Trimag.

A multidisciplinary expertise in various technological and industrial sectors

Information Technology and Communication

- Software Development
- Internet and e-Business
- Multimedia
- e-Learning
- Telecommunications
- Geomatics

Advanced Engineering Technologies

- Computer-Assisted Engineering and Simulation
- Engineering and Advanced Product Development
- Rapid Prototyping

Materials and Manufacturing Processes

- Metallurgy (Light Metals)
- Plastics and Composites
- Advanced Materials and Biomaterials

Major Industries

- Automotive and Transportation
- Aerospace
- Industrial Products and Components
- Energy and Power

Biography

Jean-François Audet

Jean-François Audet has been working in the technology sector and in company strategy for about 15 years. He has been involved in many projects in strategic consulting, company start-ups, market and business opportunity analysis, as well as in putting together financial packages and negotiating financing. He has worked in a variety of sectors such as information technologies (IT), industrial materials, advanced engineering and various manufacturing industries.

Born in Quebec City, he began his career in 1990 as an entrepreneur and associate in a software development company and was involved afterwards in a number of technological development projects. In 1995, he became an associate and president of an IT strategic consulting firm, where he was in charge of management and business development and completed a number of projects for local and international clients. In 1997, he joined a Montreal-based business engineering consulting firm, where he was Senior Counsellor and Director Emerging Companies. In 2000, he chose to strike off on his own as an independent consultant. He works with a network of financial, engineering, international development, and marketing experts.

Jean-François Audet graduated with a B.Sc. and a M.Sc. in physics from Université Laval Faculty of Science and Engineering and holds a Master's Degree in Business Administration (M.B.A.) specialised in finance from HEC Montréal.

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