

Summer Research

P O Box 11419
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January 31, 2010

Dear Partners, Friends, & Colleagues:

As many of you know, 2009 marked the debut of Summer Research LLC as a growth advisory and private equity investment firm. The year ended with several successes that validated our core competency: rapidly demystifying entrepreneurial vision into down-to-earth execution.

Over a short period of five months, Summer Research LLC helped a little known financial services firm get recognized by the largest credit/debit card network. We secured angel funding for a market trial of this 10-year old firm's disruptive and new innovation, secured a boutique investment bank as private placement agent with 100+ potential investors, secured a critical strategic partnership with a well established and larger competitor, led a \$15 million private placement, filled the post-funding C-level ranks with well regarded industry executives, and got the teaser for this relatively unknown company presented before a top executive at a leading credit/debit card network.

Over a short period of three months, Summer Research LLC helped a start-up video advertising technology company get recognized by the largest online video advertising network. We redesigned the technology strategy and roadmap, engineered and integrated multiple web-services into an alpha platform, recreated the branding, marketing, and collateral, and opened strategic partnership negotiations between this unknown start-up and the world's largest video ad networks.

In the rapidly growing area of social media, Summer Research LLC became a charter member of the Standard Buying Units Group of the Social Media Advertising Consortium. We worked alongside premier advertising agencies and social networks including 360i, Basement, R/GA Interactive Advertising, SocialVibe, ExpoTV, and Gather to pioneer economic standards for the rapidly growing social media advertising marketplace.

In organics recycling and alternative waste management, Summer Research LLC coordinated an economic analysis for a resort community transfer facility. In this *pro bono* project working with the Idaho E-Center, we joined disparate professionals in recycling and waste management in a collaboration mentoring university students as they identified best practices and created a strategic plan integrating source separation, transportation to bulk recycling and landfill facilities, and local reuse of reclaimable organics and inorganics.

In non-traditional marketing and public relations, Summer Research LLC produced and managed a guerilla social media public relations blitz for an online media property. We also laid the groundwork for Recycling 2.0, a project to promote and advocate a more holistic approach to recycling and waste management incorporating cutting edge research and technology.

All this was built upon the bold entrepreneurial foundation Summer Research LLC had established in prior years (which some of you fondly reference as my years of semi-retirement): 1) architecting and implementing a business intelligence and predictive analytics system using a 796-CPU cloud computing platform capable of analyzing a consumer database of over 100 Million observations and 2) managing residential real estate redevelopment while selling at the peak of the real estate boom.

Already in 2010, we continue to grow our practice in financial services, social media, and organics recycling. Non-traditional and guerilla tactics remain primary tools helping clients stay in touch with the pulse of the marketplace. And, our portfolio of successes continues expansion into new practice areas that we look forward to sharing with you in the future.

Sincerely,

Kevin Owyang

Founder & Chief Executive Officer

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