



Executive Summary – Trout Creek Consulting, LLC

What is Trout Creek Consulting?

Trout Creek Consulting is a management consulting firm that combines “real world” experience, judgment, and industry knowledge with sophisticated strategy and valuation tools to **help clients create value through improved decision making**.

Trout Creek Consulting creates value for clients by

- Defining business, marketing, market entry, and pricing strategies
- Valuing businesses, products, product development portfolios, and venture structures
- Conducting scenario planning to forecast the impact of external events and internal decisions, mitigate downsides, and capture upsides
- Defining, optimizing, and/or implementing supply chain strategies through the use of manufacturing grid, “Make vs. Buy”, and other analyses
- Identifying and assessing growth opportunities
- Optimizing development portfolios
- Creating and maintaining business forecasts and financial models
- Providing due diligence, M&A/JV synergy definition, and corporate development
- Conducting market research to determine trends, drivers, issues, customer and supplier perceptions, competitive threats, and opportunities

What is Trout Creek Consulting’s industry knowledge?

Trout Creek Consulting’s industry knowledge includes the biomaterial, biopharmaceutical (including biosimilar), energy (traditional, synthetic, renewable, cleantech), fine chemical, food ingredient, medical device, nutraceutical, personal care (cosmetic, cosmeceutical, oral care, superabsorbent), petrochemical, pharmaceutical, and specialty chemical industries.

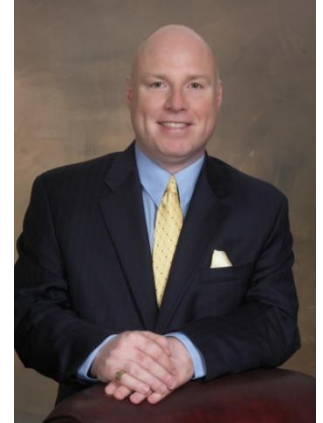
How do I find out more about Trout Creek Consulting?

- By contacting Hal Craig, Principal, at 610-296-2370 or hcraig@troutcreekconsulting.com
- By visiting www.troutcreekconsulting.com



Trout Creek Consulting (TCC) combines “real world” experience, judgment, and industry knowledge with sophisticated strategy and valuation tools to **help clients create value through improved decision making**. Our experience includes defining business, marketing, and market entry strategies; scenario planning; business and manufacturing turnarounds; development portfolio optimization; due diligence with acquisition or joint venture valuation; simulating and forecasting markets, products, businesses, and complex venture structures under different scenarios; and opportunity identification and assessment.

Prior to founding TCC, **Harold “Hal” Craig** managed global personal care and drug delivery technology businesses with direct reports in the United States, Europe, and India. Additionally, he managed international due diligence projects and led the strategic planning and M&A function for a \$350MM/yr ingredient business supplying the food, medical device, personal care, and pharmaceutical industries. Mr. Craig, who has worked for **Dow Chemical** (including **Marion Merrell Dow**, now **Sanofi-Aventis**), **Arthur D. Little**, and **FMC**, has extensive experience building and leading successful teams in commercial, manufacturing, product development, and charitable endeavors. He has also facilitated Creating High Performance Teams workshops. Mr. Craig received his MBA with high distinction from the **University of Michigan** and his BS in Chemical Engineering from the **University of California at Berkeley**.



Mr. Craig or TCC is a member of the following organizations: Tech Council of Maryland/MdBio, Pennsylvania Biotechnology Association, Licensing Executives Society, Greater Philadelphia Senior Executive Group, ChemPharma® Professional Association, and the American Institute of Chemical Engineers. Mr. Craig is a member of the Physical Sciences Investment Advisory Committee of **Ben Franklin Technology Partners of Southeastern Pennsylvania**.