



**Kinetic  
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Inc.**

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Paul Johnson  
Panache and Systems  
149 Azalea Chase Drive  
Suwanee, GA 30024

Dear Paul:

I'm proud to tell people that Panache and Systems helped us win many positive decisions for Kinetic Design. Since working with you, we tripled our revenues in one year, and realized our exit strategy by attracting an acquisition partner.

After a couple years in business, we were having a hard time increasing revenue on our own. We had heard that we needed to pick a niche and narrow our focus. You took us through a process that allowed us to accomplish both.

Focus was the first thing we found. With your exercises and guidance, our team took a hard look at our strengths. We realized that we were good at doing the programming, developing the web site, designing the web site. We were not good at writing the content or even outsourcing that. We were not good at marketing the site once it was finished. With our new "found" focus, everyone was finally on the same page regarding the work we should be doing.

From there you helped us create a 30-second "elevator statement," so we could deliver our message with clarity and brevity. Now we were able to send a consistent message out to the marketplace, and all our salespeople were selling the same thing. They weren't getting distracted by selling something that we might not be good at.

A funny thing happened next. When we shifted from graphic design and content work, our programming skills took us to bigger projects. These complex projects required more programming work, yet didn't require any more project management than the smaller projects we had been working on. Getting us focused gave our profit margins a tremendous boost. The difference is staggering. Recognizing our strengths and then capitalizing on them and selling those strengths allowed us to triple our revenues in only one year!

I knew our exit plan would be acquisition, and when I found a company that was looking for a team of web people to help them get to market faster, I contacted them to discuss a deal. They recognized our great reputation as a team of reliable web programmers that had processes in place, which allow us to work efficiently. We completed the acquisition at the first of this year! Wow, what a great time. We more than accomplished our objectives, and lots of positive decisions resulted from our working together with you. Thanks for working so hard to help make Kinetic Design a success.

Yours truly,

Ellen Benelli  
President  
Kinetic Design, Inc.