



## Maroon Ventures Overview

2009

- » Maroon Ventures is a professional services firm that connects emerging business opportunities with media companies to help them execute in local markets. Its members draw on extensive operational and strategic experience to drive innovation throughout the business lifecycle.
  
- » We have two primary areas of concentration:
  - Consulting: Maroon Ventures brings operational expertise to key technology, channel management and strategic challenges, enabling our clients to turn innovative ideas into thriving businesses.
  - Business Incubation: Working with collective capital, Maroon Ventures builds businesses from the ground up with a focus on long-term value creation for its clients, investors and partners.
  
- » Maroon Ventures, LLC
  - Founded: August 2006
  - Headquarters: Crested Butte, CO



## Innovation and Strategy

- New media strategies
- Market intelligence
- New business ideation and development
- Competitive positioning



## Operational Excellence

- Project implementation
- Leveraging emerging technologies
- Vendor/Partner evaluation and negotiation
- Platform migration



## Business Incubation

- Launching stand alone new media businesses
- Business model development and funding

- » **Metrix4Media:** performed due diligence on Hearst's acquisition of the search engine marketing company, aided in Hearst roll out of M4M in its own and partner markets, and most recently built out a customer management and support program for their internal operations.
- » **MNG Yahoo Czar:** Managed the tactical execution of the Yahoo partnership on behalf of MediaNews Group to extract maximum value.
- » **Yahoo! Ad Platform (APT) Readiness and Project Management:** Recommend organizational and product changes to prepare media companies for their migration to the Yahoo!'s APT platform. Managing the day-to-day implementation of Yahoo!'s APT platform for several newspaper companies.
- » **Philly.com:** Developed a business plan and go-to-market strategy for a new arm of Philadelphia Media Holdings.

## Our experience (continued)



- » **Acting GM, Newspaper Consortium:** helped negotiate the original Yahoo! agreements and responsible for the day-to-day operational management of the Consortium, an alliance of 20+ newspaper companies representing more than 700 publications.
- » **National Ad Networks:** structured and drove the negotiations with quadrantONE on behalf of the Consortium. Developed a proposal called Metropolitan that would allow newspaper companies to derive maximum value from the new Yahoo! APT ad platform.
- » **HotJobs Project Manager:** providing consortium-wide project management for the HotJobs partnership with Yahoo, providing consistency and efficiency across the partnership.
- » **Connecting local media with innovative start-ups:** currently working with a variety of start-ups to help them connect with local media companies and flesh out go-to-market strategies.

# Our team



- **Christopher Tippie, Managing Partner**
  - Experience: Previously held executive positions with MediaNews Group Interactive, WebVisible and the Indigio Group.
  - Profile: technology, legal and business operations expertise; a mad scientist at heart.
  - Education: BA, Marietta College; JD/MBA, Southern Methodist University
- **Charity Huff, Partner**
  - Experience: Previously held senior positions with Dex Media/R.H. Donnelley, MediaNews Group Interactive and WebVisible.
  - Profile: sales channel execution and training, product, technology and project management expertise and deep SEM knowledge; moves any idea from concept to reality in the shortest time known to man.
  - Education: BA, Washington State University; MBA, Regis University
- **Heather Lamm, Partner**
  - Experience: Previously EVP interactive at MediaNews Group and VP strategic planning at the Industry Standard magazine.
  - Profile: strategy, market intelligence and financial analysis; casts a critical, analytical eye on business strategies and revenue models in search of truth and sobriety.
  - Education: BA, Brown University; MBA, Kellogg School of Management
- **Mike Higgins, Partner**
  - Experience: Former EVP at MediaNews Group Interactive, co-founder of Indigio Group, VP in firm that owned precursor to Weather Channel.
  - Profile: deep expertise in digital strategy, technology models and sales process management; brings a start-up perspective to new technologies and existing business models.
  - Education: BA, Colorado State University

## Our affiliates - ClearCreek Partners



- ClearCreek Partners is a boutique investment bank that helps emerging and high-growth companies raise capital. ClearCreek specializes in transactions of \$5-\$50 million, and manage the fund-raising process across a wide variety of institutional capital sources, including venture capital and private equity firms, mezzanine funds, and strategic investors.
- Founded in 1999, ClearCreek has closed over 45 transactions totaling in excess of \$350 million for clients across the U.S.
- Contact: Alexander Ooms at [alex@clearcreekpartners.com](mailto:alex@clearcreekpartners.com) or 303.731.2960

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