



## Brivea, LLC

**Company Overview:** Brivea provides technology that measures and improves the financial effectiveness of Information Technology (IT) in a business, using its patent-pending BriveaScore™ technology. The company's technology and process analyzes current enterprise IT spending and quickly identifies savings opportunities and specific remedies.

**Problem:** Corporations spend billions of dollars every year on IT; IT is often the highest capital spend. With growing focus on profitability and measurable return on investment (ROI), corporations need to exploit IT to remain or become competitive. There is currently little technology to measure or analyze this dilemma across the entire IT portfolio. By providing a methodology to measure and analyze this expenditure, Brivea's software provides clarity to IT expenditures.

**Solution:** Brivea delivers improved ROI to a business on their IT spend. By providing a sophisticated analytical tool, which generates a dashboard and BriveaScore™, Brivea demystifies IT expenditures, uncovering specific opportunities to reduce these costs.

**Business Model:** Brivea is enhancing its technology system to capture, store and analyze data collected in Brivea's 3-step process. Brivea's 3-step process is, free preliminary evaluation of the prospective client's potential savings opportunities; a fixed price analysis of their current and future IT spend; and project management of the cost savings initiatives. The ROI-based fees model ensures the client will pay only when savings are realized.

**Marketing Opportunity:** U.S. marketplace is in excess of 8,500 companies over \$500 million in revenue in North America. Brivea expects to become a dynamic participant in this industry with significant market capture. Brivea will license this world class technology to Fortune 500 companies and will introduce a Brivea Lite version for smaller companies.

### Competitive Advantage:

- Experienced management team.
- Brivea existing software.
- Revenues from existing customers
- First to market with the holistic BriveaScore™ technology.

**Management Team:** Seasoned executives with experience in IT, operations, cost reduction, human resources, sales and marketing: Ray Barratt, founder, president / CEO, 30 years as a CTO/CIO; Marit Peters, founder & EVP, 15 years leading organizational and process development; Ennis Alvarez, EVP & COO, 25 years in managing IT infrastructure and building world-class organizations; Michael Mandato, EVP sales & marketing, 30 years of experience as an entrepreneur, building two successful startups.

**Funding Request:** Brivea seeks \$2 million in first-round capital to enhance the software, add key players and enhance the sales and marketing capabilities.



**RAY BARRATT**

**Investors:** Founders  
**Year Founded:** 2009  
**Employees:** 15

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**In Attendance:**  
Ray Barratt, CEO  
Marit Peters, EVP

### Revenue Forecast:

2010:	\$	3M
2011:	\$	13M
2012:	\$	30M
2013:	\$	45M
2014:	\$	67M