

CONCEPT AUDIT REPORT



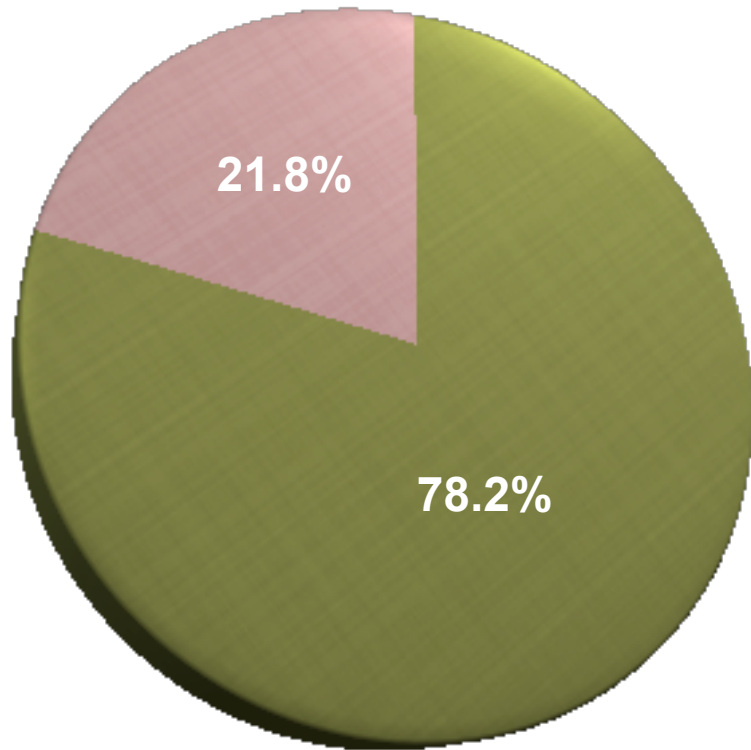
June 12, 2008

ASSIGNMENT



- **Minimum of 50 interviews**
- **General support for GNO,inc's current and proposed program of work**
- **Future funding potential**
 - **Growth from within**
 - **Growth from base broadening**
 - **Possible new philanthropic targets**
- **Test funding goal of \$2.7 million annually in unrestricted funds**
- **Identify new prospects for GNO, Inc.**
- **Outline possible funding campaign strategy**

CONCEPT AUDIT PARTICIPANTS



**% of GNO, Inc. Funding
Participating in Concept Audit**

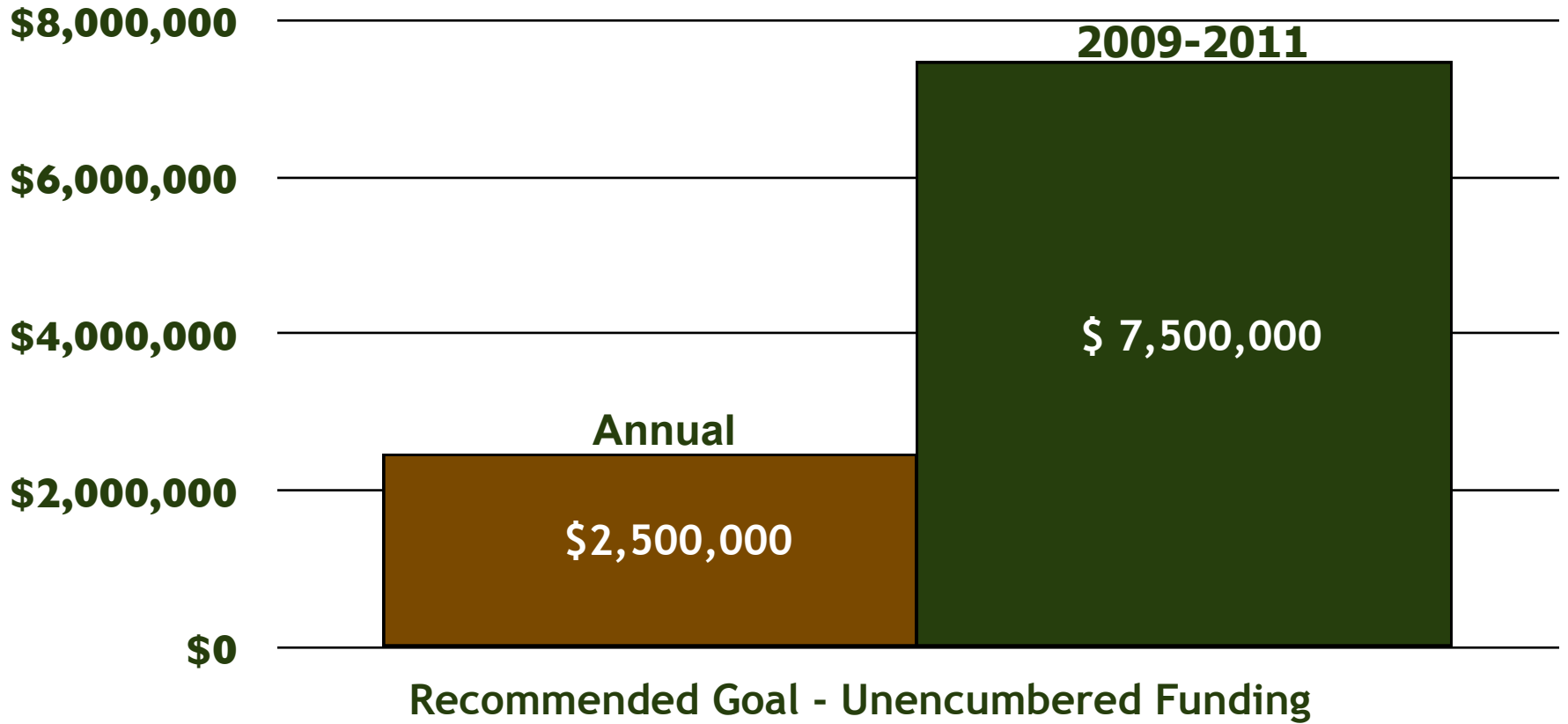
-  Participated in Concept Audit
-  Did Not Participate in Concept Audit

RDG GOAL SETTING METHODOLOGY

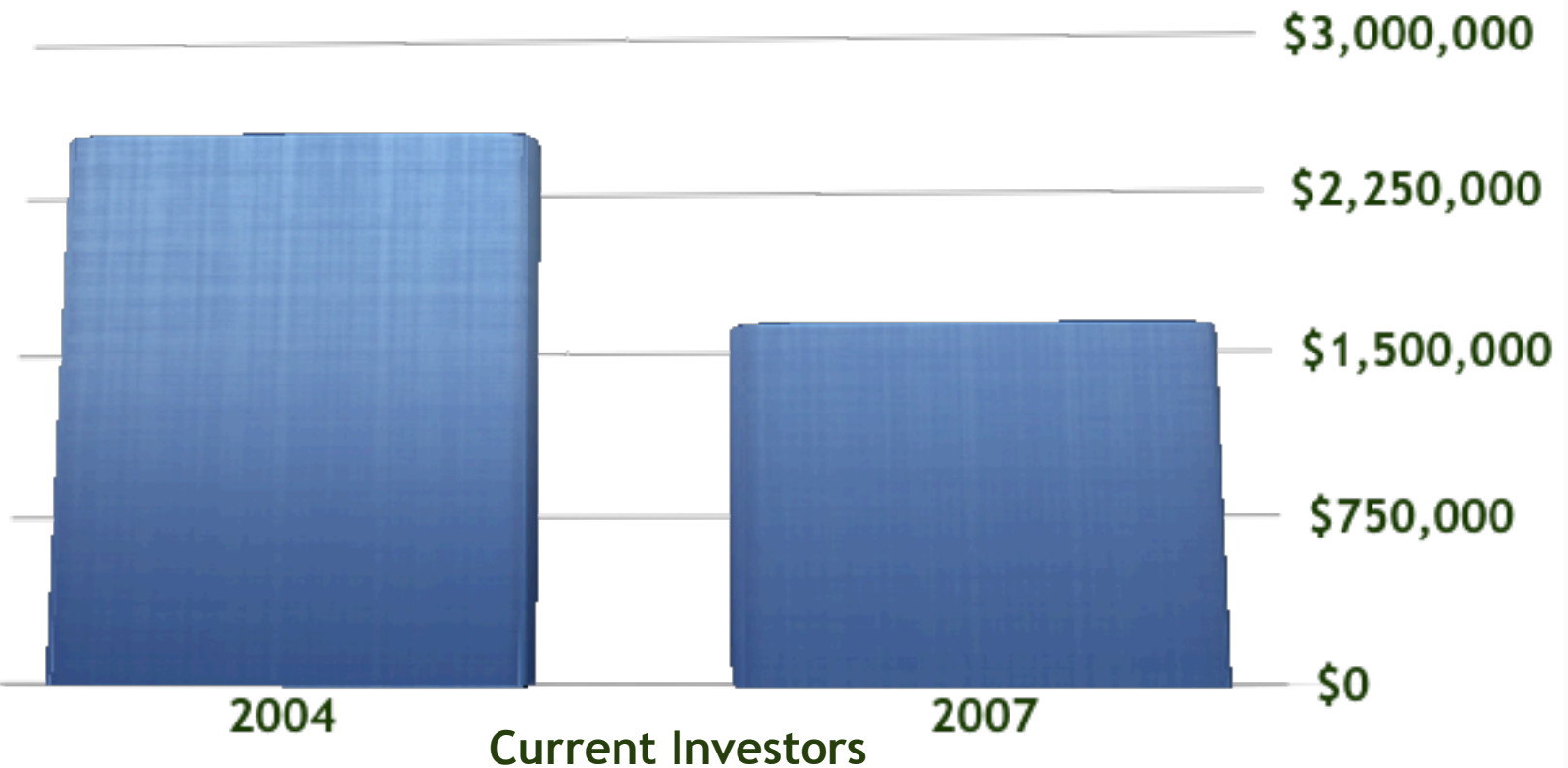
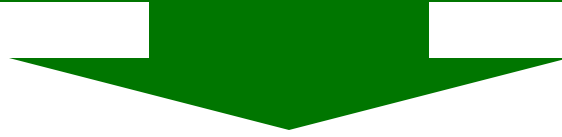


- **Historical investment Trends**
- **Impact of current top investors (\$20,000+)**
- **Impact of current lower tier investors**
- **Base broadening potential**

RECOMMENDED TARGET GOAL



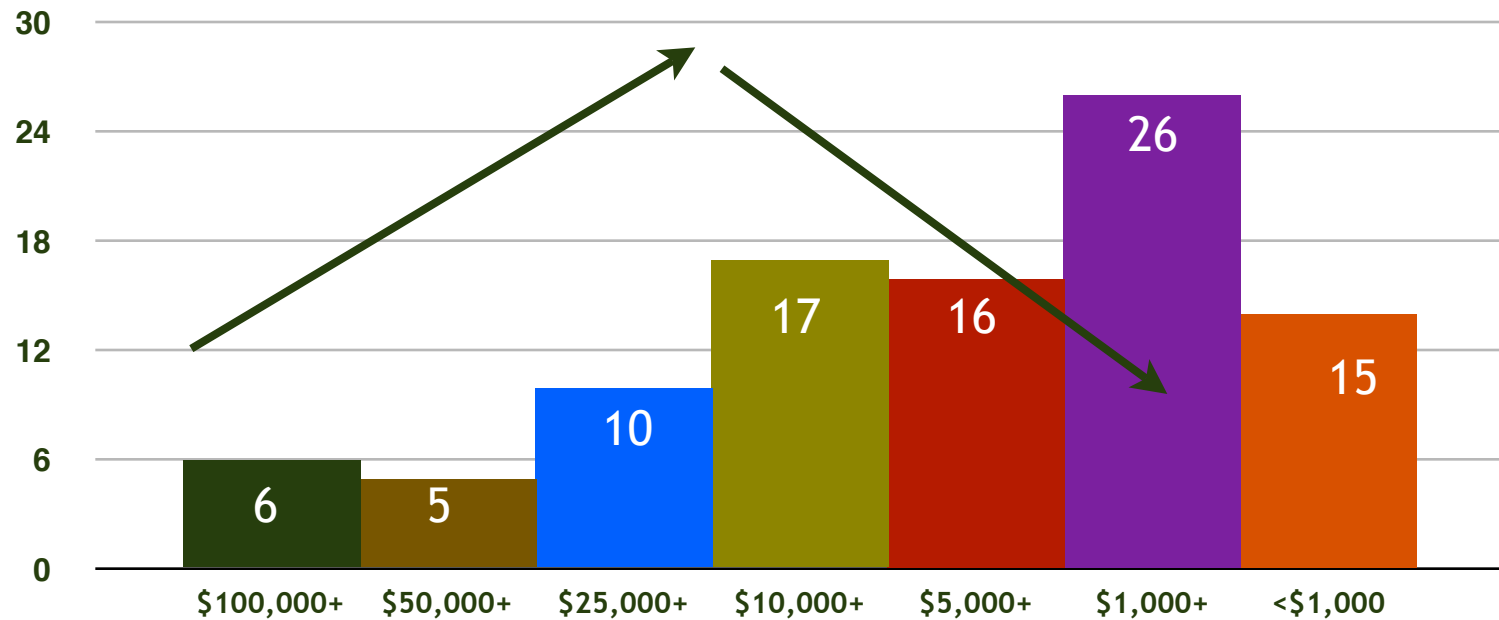
UNRESTRICTED FUNDING TRENDS



CURRENT INVESTMENT LEVELS



GNO, Inc. Investors by Amount FYE 2007

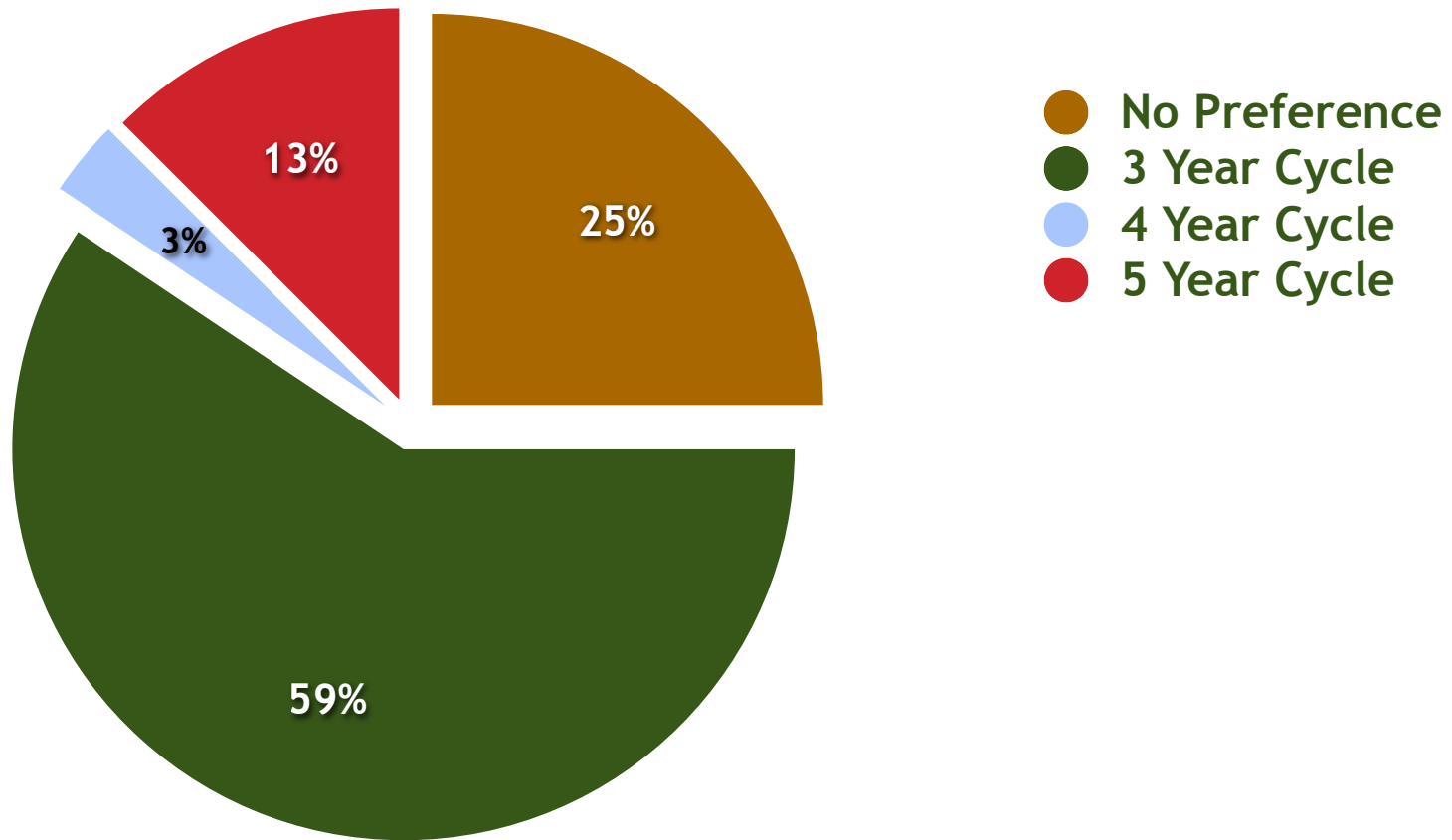
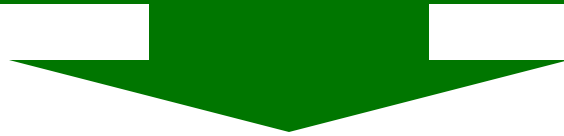


REVENUE POTENTIAL

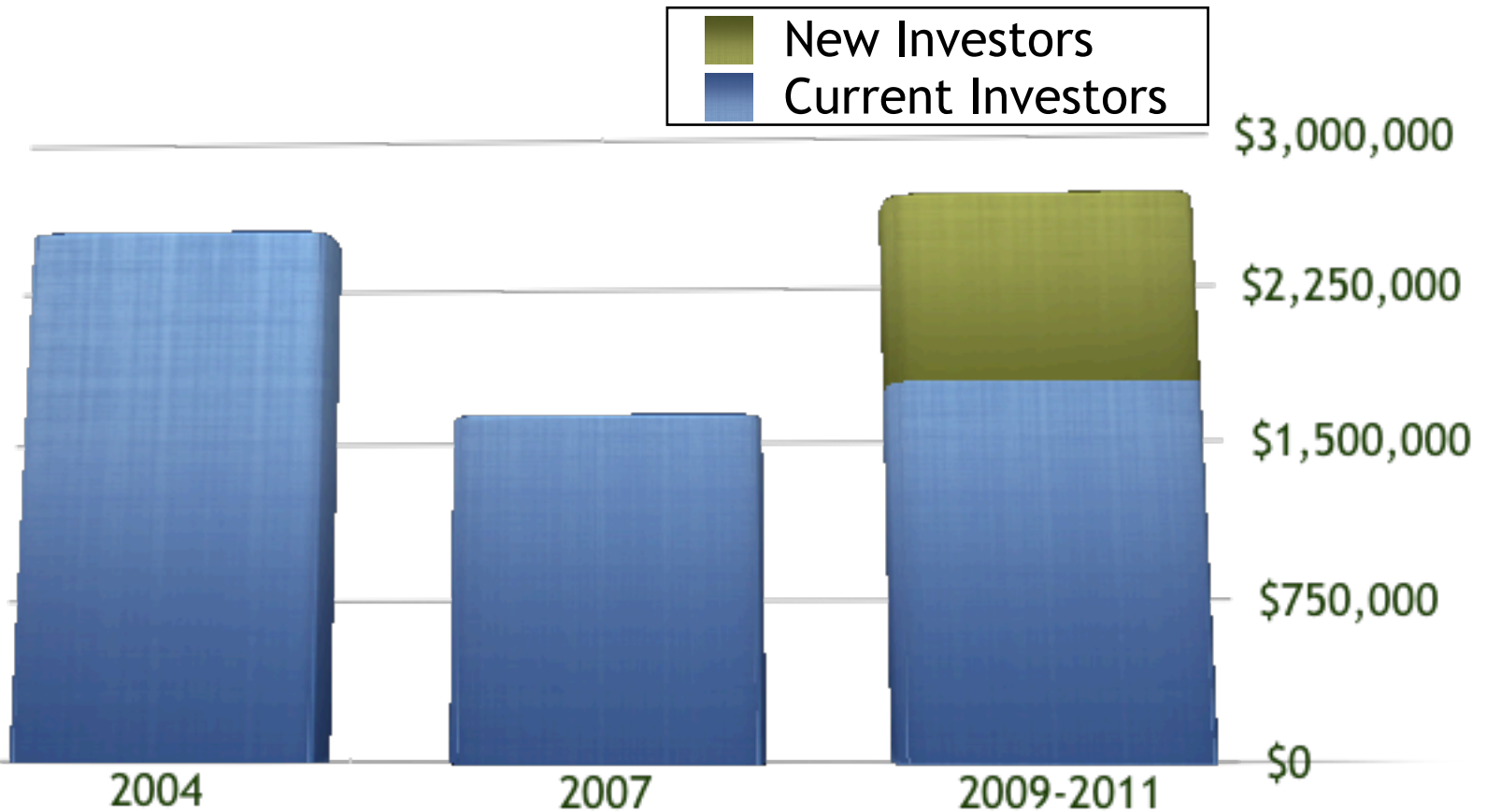


Investor Category	Current Annual Investment	Projected Annual Investment	Projected Three-Year Investment
\$50,000 + interviewed	\$975,000	\$1,020,000	\$3,060,000
\$50,000 + not interviewed	\$80,000	\$80,000	\$240,000
\$20,000 + interviewed	\$160,000	\$210,000	\$630,000
\$20,000 + not interviewed	\$91,250	\$101,250	\$303,750
Less than \$20,000 interviewed	\$85,250	\$102,600	\$307,800
Less than \$20,000 not interviewed	\$126,680	\$179,000	\$537,000
Non investors interviewed	-----	\$250,000	\$750,000
Base Broadening	-----	\$500,000	\$1,500,000
Total	\$1,518,180	\$2,442,850	\$7,328,550

PREFERRED CYCLE LENGTH



UNRESTRICTED FUNDING TRENDS

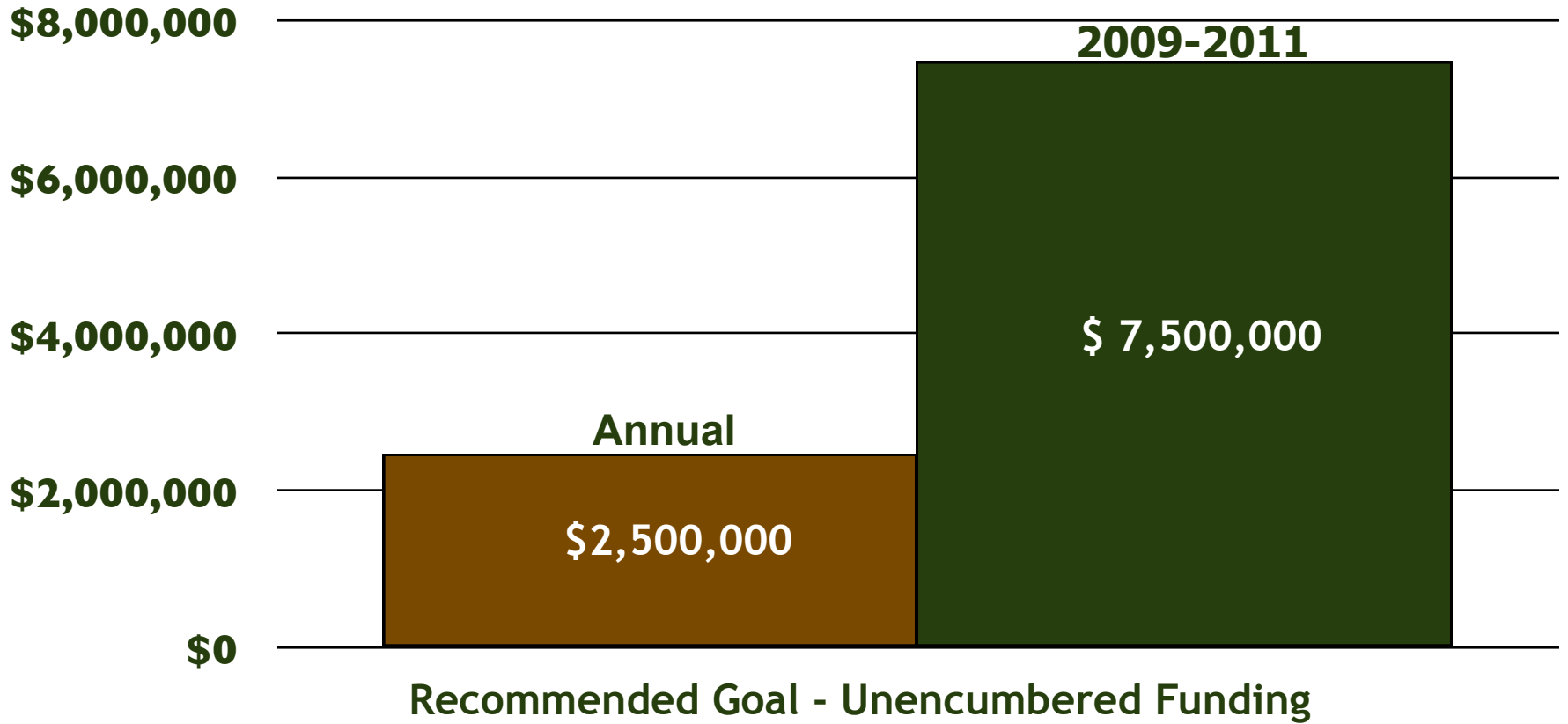
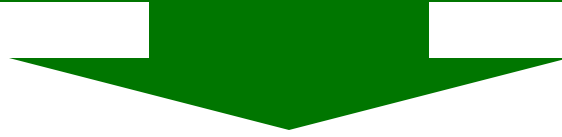


MARKET POTENTIAL



Total Revenue	Number of Companies	Top Prospects
\$1 Billion +	13	1
\$500-999 Million	7	3
\$ 100-499 Million	175	63
\$ 50-99 Million	96	20
\$20 - 49 Million	310	160
\$ 10 - 19 Million	473	270
Total	1074	517

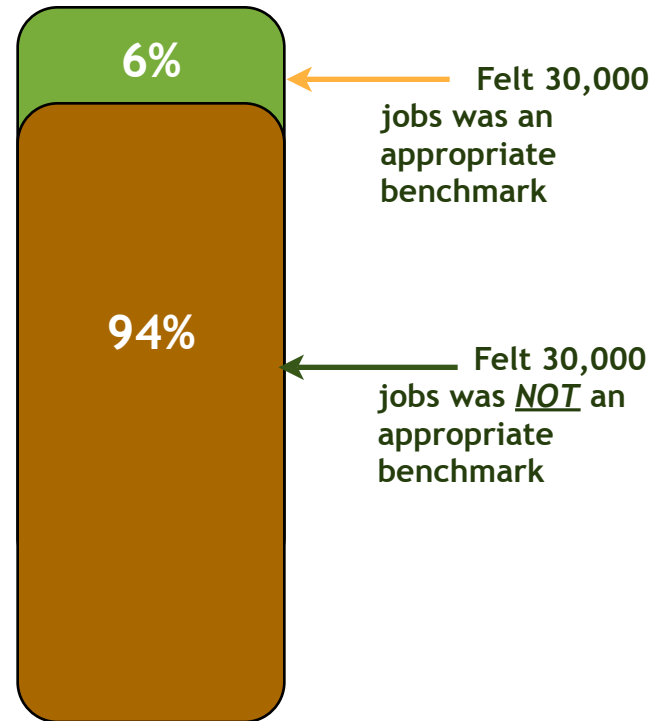
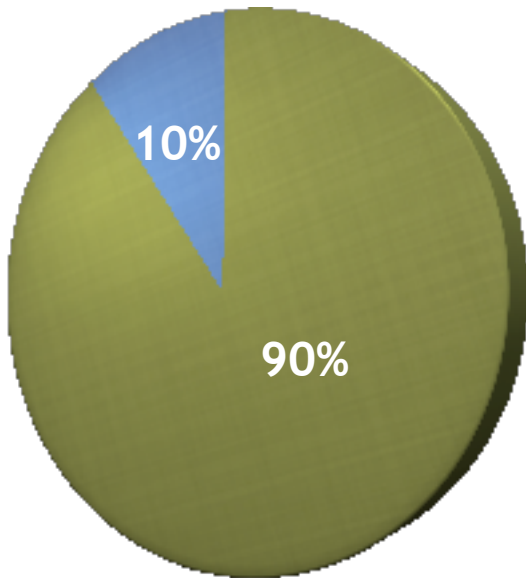
RECOMMENDED TARGET GOAL



METRICS AND PROGRAM SUPPORT



- Support Programming
- Do Not Support Programming



RECOMMENDATIONS

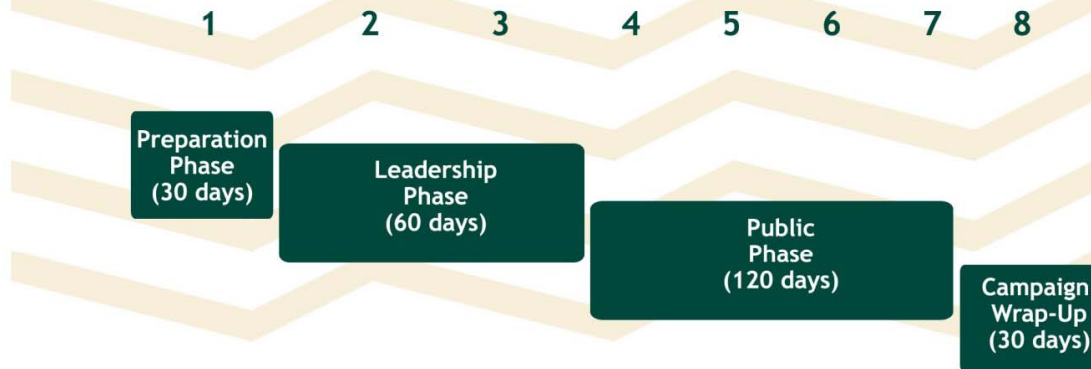


- Finalize program of work based on target goal
- Finalize metrics
- Develop/implement external **comprehensive communications plan**
- Implement strong **Investor Relations effort**
- **Execute on Roadmap**
- **Launch Investor Campaign**

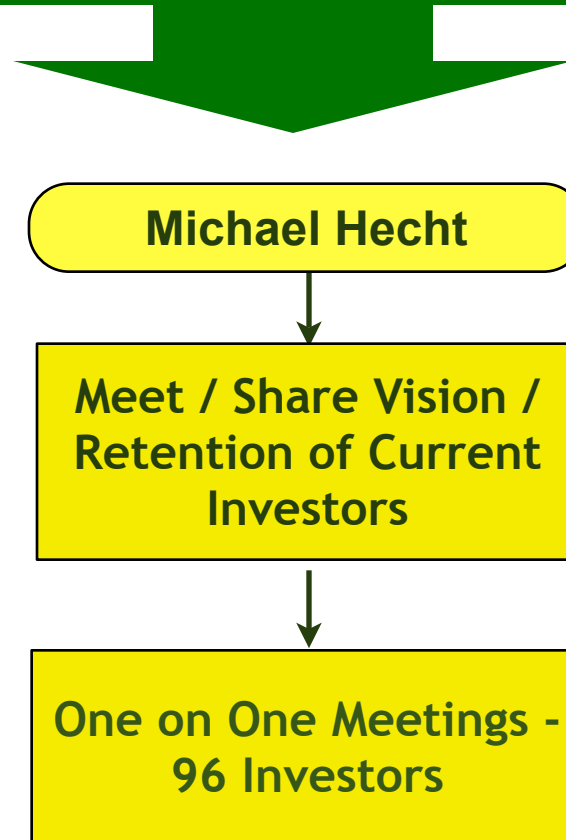
Campaign Timeline



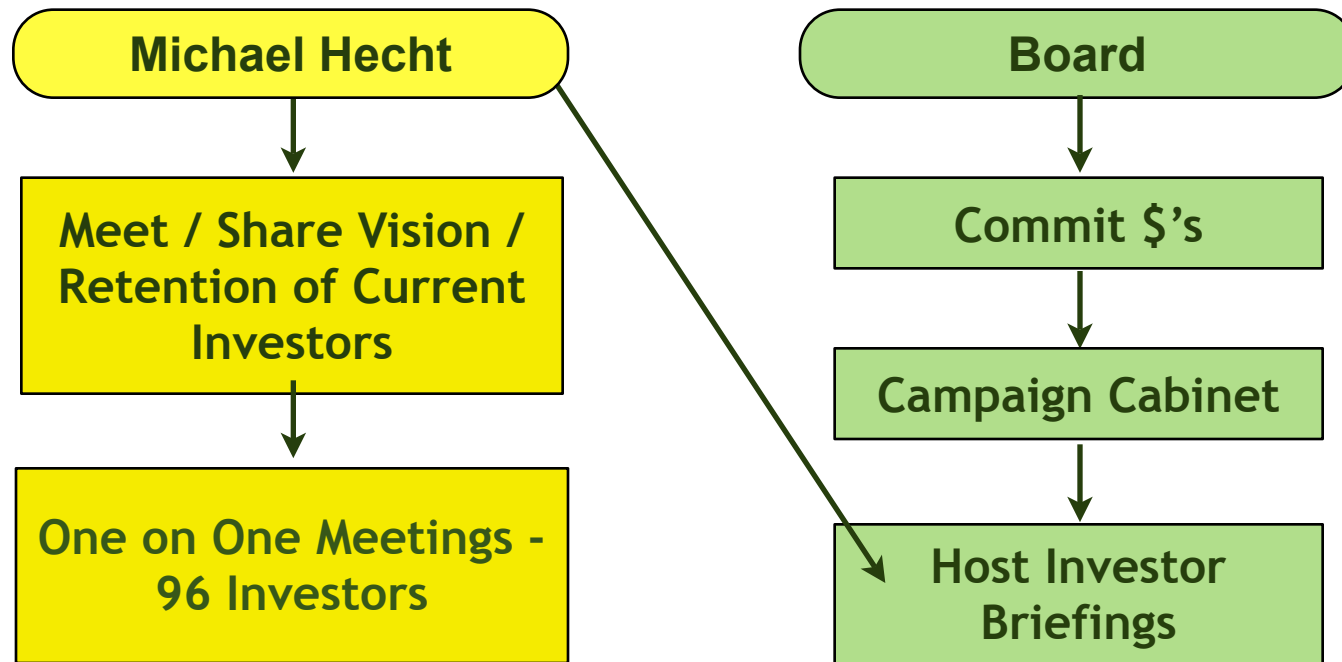
Campaign Timetable



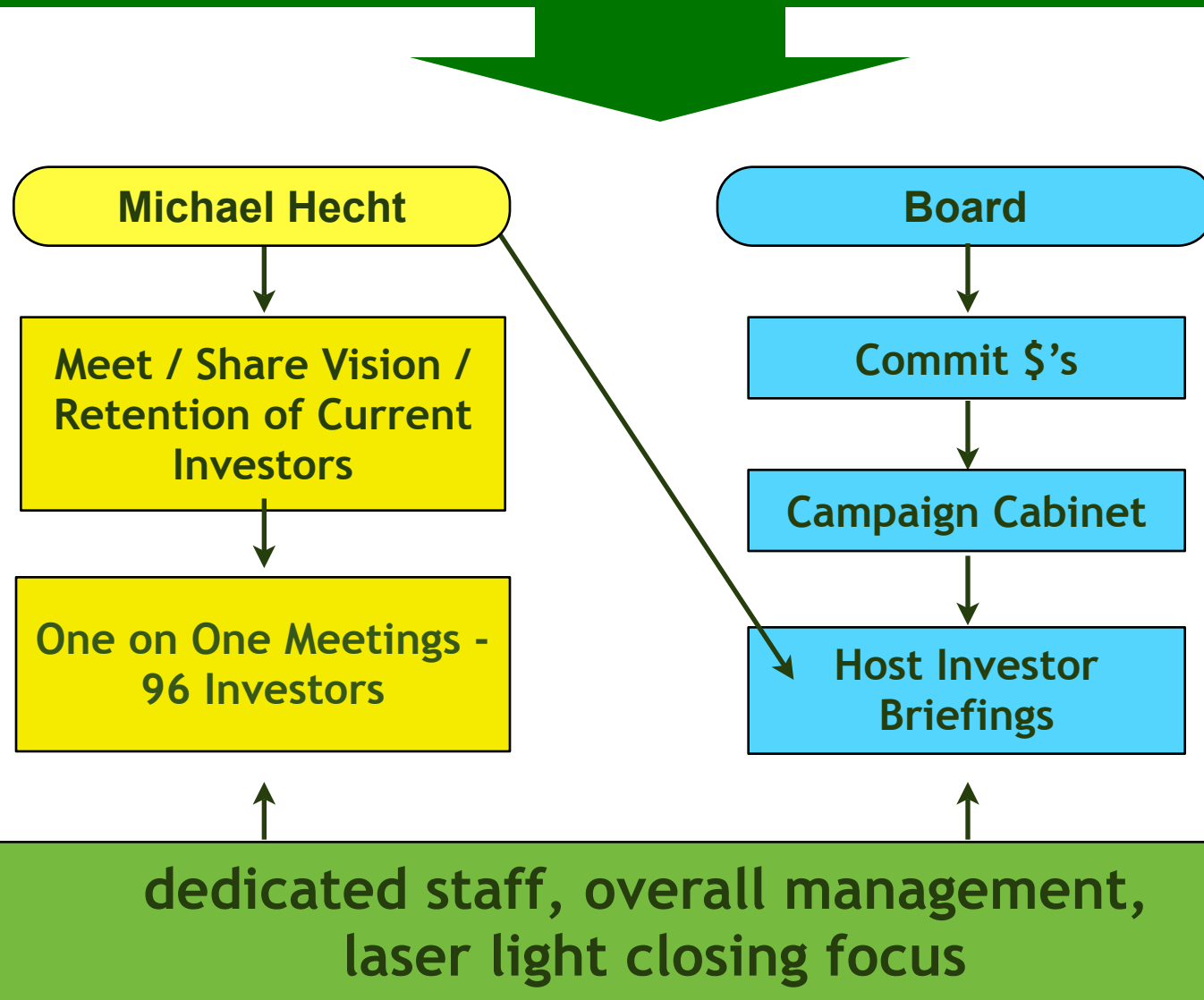
8 MONTH CAMPAIGN STRATEGY



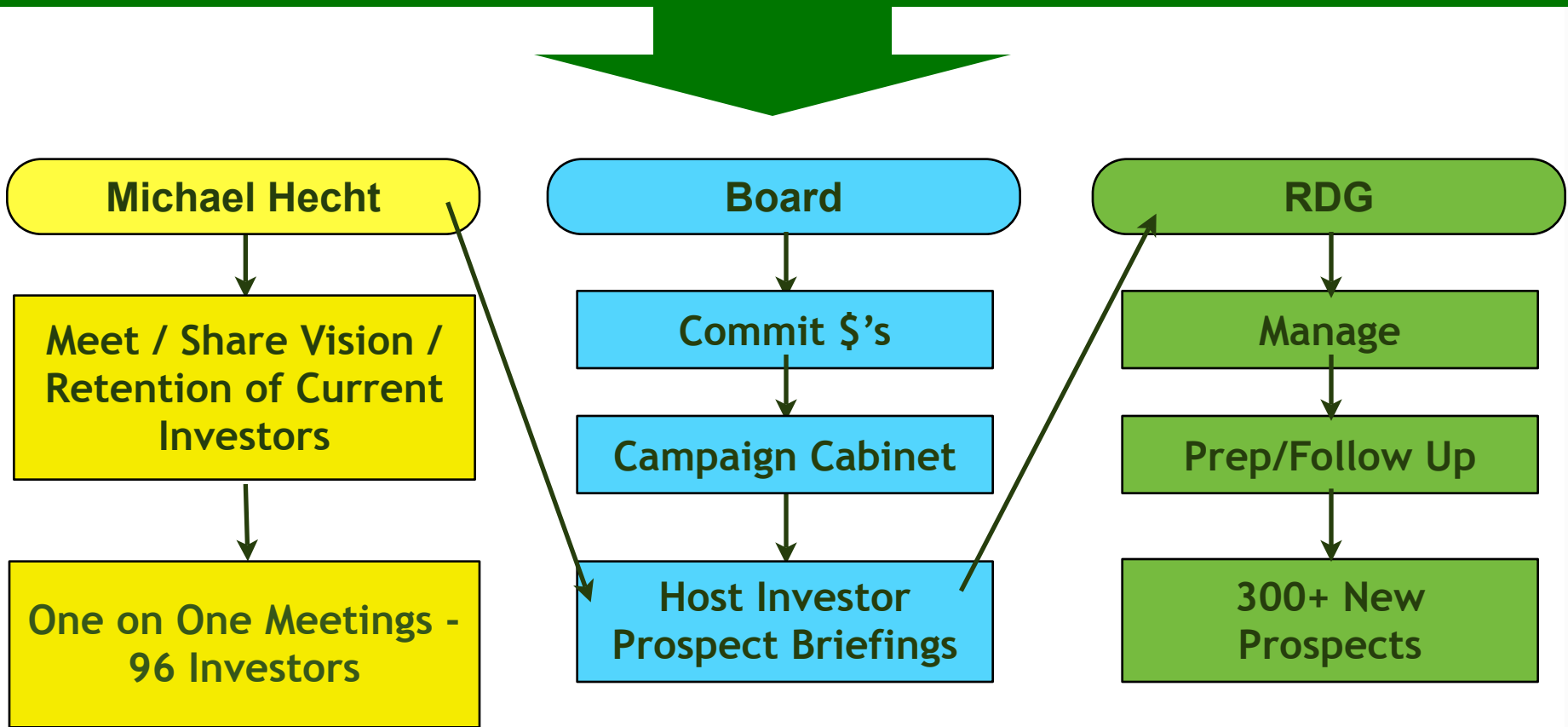
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