

## Don't sink. . . Think Turnaround!

Lou Volpano – Managing Partner  
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Newport Beach, CA  
www.ascertain-ment.com

The 4th Quarter of 2008 increased pressure on cash flows and operating expenses beyond what was previously imaginable.

Sun Tzu said 2000 years ago, “Time spent in reconnaissance is seldom wasted.”

If you are managing a Commercial Leisure, Media, or Entertainment company, we should talk.

Our venture advisors are location-based, entertainment and media industry professionals: CEO's, COO's, CMO's, and Ph.D's.

Our experience includes: The House of Blues, Ms. Fitness for Fox Sports Net, A & E's Mindfreak with Criss Angel, Discovery Channel's Great Chefs, Dick Clark Productions, Capitol Records The Beatles and Beach Boys, Theme Parks, IP. The gamut . . . to give you the big picture fast.

Our research and analysis will help you generate strategies built to succeed in a down market.

Ascertain-ment's actionable steps are more than financial engineering.

We will find your optimal your product mix and the profit maximizing prices. Increase revenue, focused on content, I.P., or subscription models.

Email and set up a meeting. We'll give you feedback on developing new strategies.

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(949)630 2489 | Newport Beach, California

Advisory service clients



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**United Business Media**

**CMP United Business Media, Inc.**

*Provided Light Reading /  
Heavy Reading telecom TV,  
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Panelist/moderator at TelcoTV  
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**Network for Music, Inc.**

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**Op-Tix.com Ticket Pricing Inc.**  
260 Newport Center Drive Suite 100 Newport Beach, California 92663  
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**Op-Tix.com Ticket Pricing, Inc.**

*Market demand report and  
business plan for strategic  
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**Great Yoga Teachers, Inc.**

*Managed venture capital  
funding in start-up. Negotiated  
distribution license of DVD sale  
to Wal-Mart and TV series to  
national cable network.*

[www.ascertain-ment.com](http://www.ascertain-ment.com)

**If you know what your market will look like in 5 years, you don't need to read any further.**

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ascertain ► ment<sup>®</sup> produces research and analysis to enable more accurate strategic planning, acquisitions, growth, and financing decisions for the entertainment and commercial leisure industries.

ascertain ► ment<sup>®</sup> accesses corporate and competitive financial statistics<sup>1</sup>, and macro and micro economic data from proprietary data sources and quantifies it with industry insight and management skills developed over twenty years as an entertainment executive, operations manager, consultant, and entrepreneur.

*For Venture Capitalists, Production Companies and Location-Based Entertainment Venues*

- Determined Key Drivers to Establish Competitive Advantage in Market-Entry
- Increased Valuation of Intellectual Property and Brand Trademark Licensing
- Maximized Cash-Flows From Operations to Minimize Short-Term Borrowing

*For Management Consultants Who Specialize in Turn-Arounds*

- Fixed-Cost Reduction Analysis
- Dozens of Business Intelligence Corporate Profiles
- Strategic Marketing Plans for Cable TV
- Comprehensive Report on Mortgage Warehousing Sources
- Original Articles on Topics Including “Building a Great Business” and “Corporate Governance”

*In Journal Articles<sup>2</sup>*

- How to Create and Communicate a Vision
- The Value of Management's Strategic Vision for Dot-com IPOs
- Profit-Maximized Pricing Using Yield Management for Pay-Per-View and Live Event Purchases

<sup>1</sup>VentureXpert, Standard & Poors NetAdvantage, Value Line, Dun & Bradstreet, Compustat, Global Access Disclosure, DRI Webstract, Investext, Moody's Direct Mergent, Lexis Nexis, Bloomberg, and others.

<sup>2</sup>The Handbook of Business Strategy 2000, (Faulkner, New York); VIC/e (The online newsletter of The Venice Interactive Community, Los Angeles, September and October 1999, and February 2000); The Journal of Revenue and Pricing (Henry Stewart, London, October 2002 and January 2003).

Entertainment and Media Industry Industry | Research and Strategic Analysis



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**Lou Volpano – Managing Partner**

**Executive Summary**

Founder of *ascertain-ment*®, a media and entertainment industry market research and strategic analysis boutique, comprised of 7 consultant partners, including 3 Ph.Ds, located in Newport Beach, California.

*ascertain-ment*® provides management consulting services, including economic and financial forecasting, for a wide scope of firms, from Internet to TV, publishing, software, and venture capital and private equity firms including: the International TV brand Ms. Fitness, Marwitt Capital Inc., CMP United Business Media, Inc., the Network for Music Inc., egotvonline.com, social networking retailers Two Dogs Software, Inc., TV media company Great Yoga Teachers, Inc., and software start-up Op-Tix Optimization Pricing for Entertainment, Inc.

An accomplished prolific writer, Volpano wrote and published 27 analysis articles in the 4<sup>th</sup> Quarter of 2007, and presented his market research findings at digital content events for CMP United Business Media, Inc.

Prior to founding *ascertainment*®, Volpano was an award winning producer, successful public relations and marketing consultant, special

events operations manager, corporate sponsorship marketing manager, facility general manager, and recording artist manager.

Corporate employment includes: Universal Pictures, Dick Clark Productions, RadioVision pay-per-view productions, turn-around consultants Kibel / Green Inc., Discovery Channel’s Great Chefs TV & Publishing Company, The House of Blues, Philip Morris, Marlboro, Miller Brewing Company, The Chicago Theatre, law firm Troop Steuber Pasich Reddick & Tobey, the Nederlander Organization, the Democratic Party, Columbia Pictures, and others, for which he managed staffs up to 250, with budgets from \$00,000’s to \$0,000,000’s.

Journal publications include: “Creating and Communicating a Vision” for The Handbook of Business Strategy, “An Analysis of Pricing Pay-Per-View Events” and “A Proposal To Rationalize Event Ticket Pricing Using Price Discrimination” for The Journal of Pricing and Revenue.

Volpano attended the Executive MBA Program of U. C. Irvine, earned a Bachelor of Science in Management degree from Pepperdine University, and a certificate in accounting from UCLA extension.

**From Dick Clark**

