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ArtVoila! (US) Business Development Case Study

A young French Entrepreneur wanted to enter the contemporary art market and create the dominant cross-cultural business solution for the arts industry in the physical world (gallery) and on the Internet. And, he wanted the corporation established in California to attract potential investors and raise funds. He contracted an agreement with CALISO in January 2001 to:

- Define the art market: industry structure, SWOT and Fishbone analysis, and critical risks;
- Create the business model; new concept, products and services, strategic model, and revenue streams;
- Establish the marketing strategy: positioning statement and marketing programs;
- Enhance pro-format financial analysis and assumptions: hiring schedule, income and cash-flow statement, and balance sheet;
- Create the corporation: corporation status, Certified Public Accountant, and business insurance;

As a result, ArtVoila! Inc. was created in June 2001, raised \$500,000 to design the e-commerce solution and start implementing the action plan. After two years of operations the company reached its breakeven and exceeded business expectations (+20% art sales online). Now, they have contacted Caliso to expand business in Asia with an office in Tokyo and enhance brand-name recognition in Europe. See ArtVoila! website at: <http://www.artvoila.com>

Kando Adventure (EU) Business Development Case Study

Kando Adventure wanted to enter the market of off-road motorized travels and contracted CALISO to study the market and develop and execute a market penetration strategy. The study lead to the targeting of the European market as a first entry point, and more specifically France with a customer base of motorcycle, ATV and SSV users. A relationship was developed with a supplier of such equipment, who in turn was interested in the product exposure and publicity such activities would bring. As a result the first year of operation exceeded all expectations with an average reservations/bookings of 70% over the full season!!!! This lead to a rapid expansion with additional products, and future offering of product extended to other EU countries such as Germany, Italy, and Spain. See the co-branded website at:
http://www2.yamaha-motor.fr/actu/article.php3?id_article=578