

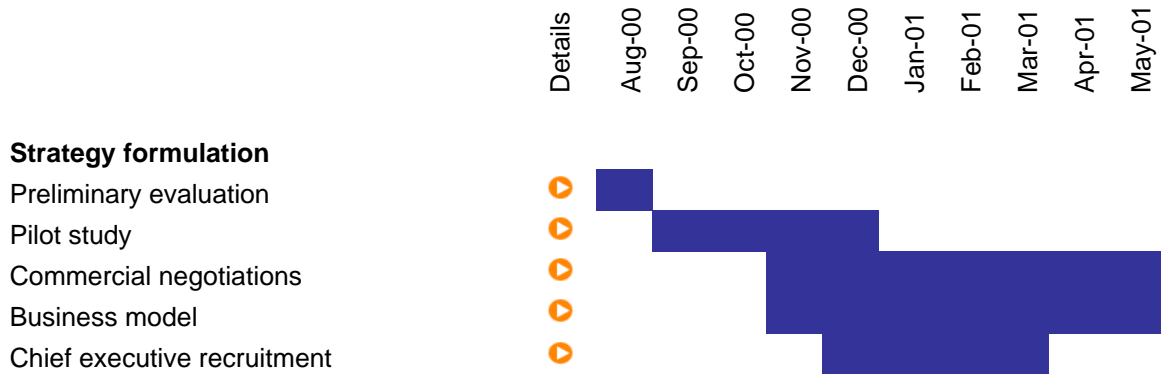
## Case Study - Mybeat Tasks & Timeline

For more details, visit [www.haddocks.com](http://www.haddocks.com), or contact

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### Disclaimer

Please note that Haddocks Limited itself was not involved in the transactions described here but the Company's approach and methodology are derived in part from James Haddock's involvement therein.

Referees for James Haddock are available on request.

### Details

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#### ▶ Preliminary evaluation

Accenture and backer's financial advisers

#### ▶ Pilot study

test rollout of technology

#### ▶ Commercial negotiations

clarifying backer's requirements and commitment

#### ▶ Business model

writing the business plan and developing / validating the business model based on backer's requirements and results of pilot study

#### ▶ Chief executive recruitment

identifying an appropriate chief executive to lead the management team