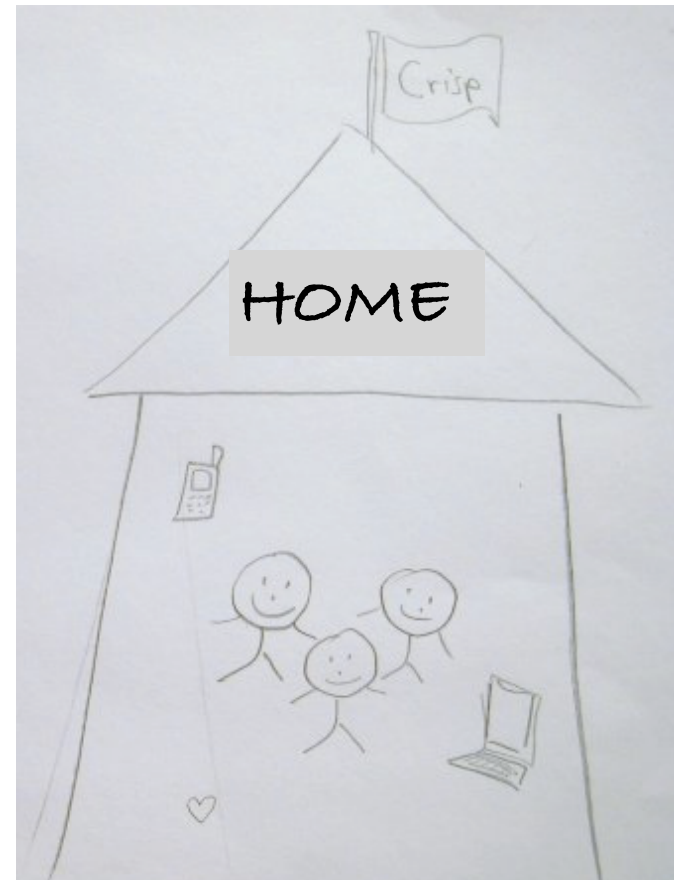


What is Crisp?

Crisp is a home for
IT consultants who value:

- Community** - We want to hang around with other people who share these values
- Freedom** - We want to control our own time
- Competence** - We want to continuously learn more
- Good citizenship** - Heart over wallet
- Professionalism** - We solve our customers' problems in a professional way

We believe these values lead to personal happiness as well as business success



| | | | | |
|-----------|---------|------------|------------------|-----------------|
| Community | Freedom | Competence | Good citizenship | Professionalism |
|-----------|---------|------------|------------------|-----------------|

Crisp Strategy

How we create a happy home

What do we measure?



How happy we are

How happy our customers are

How do we finance the home?

* Every Crisper pays:
X \$/month
Y % of revenue

* Subcontractors

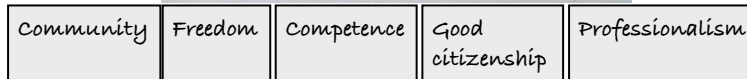
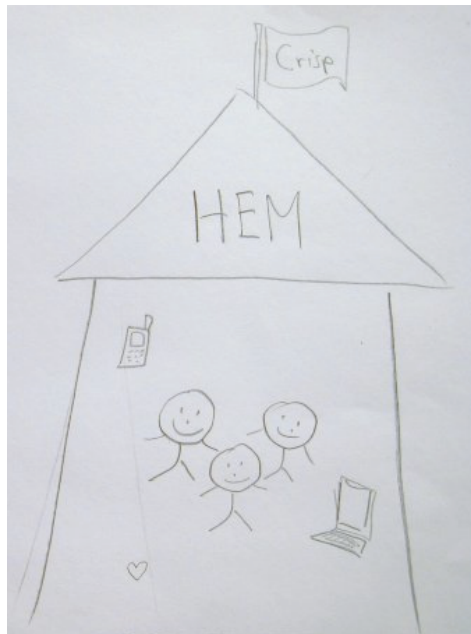
How do we differentiate?

Compared to normal consulting companies:

- Crisp is not trying to earn money through me
- 100% freedom (as long as I don't hurt the home)
- Crisp has no other goal than to be a happy home

Compared to normal networks:

- We are dedicated to Crisp



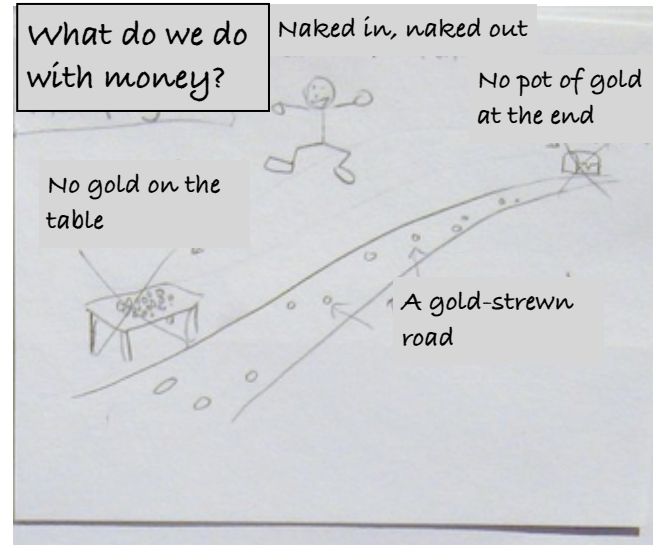
What do we do with money?

Naked in, naked out

No pot of gold at the end

No gold on the table

A gold-strewn road



How many will we be?

- Undecided. Growth is not a goal in itself.
- We grow only when we find good people and aren't suffering from growth pain

How do we run the company?

- Lean & Agile
- Meritocracy & consensus
- Ask forgiveness rather than permission
- Simple models

Why does this strategy work?

