

## **Excel Management Systems, Inc. Gate-Way Capital, Inc.**

**2722 South Davis Blvd.**

**Bountiful, Utah 84010-5749**

**(801) 299-9902, Fax (801) 299-9900, E-Mail: [ExcelDSR@AOL.com](mailto:ExcelDSR@AOL.com)**

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Dale S. Richards,

*President*

- Mountain West Capital Network
- Association of Corporate Growth
- National Assoc. Corp. Directors  
Board Member

### **BIOGRAPHICAL SKETCH**

#### **DALE S. RICHARDS**

**Dale S. Richards** specializes in Management & Marketing Consulting, Technology Commercialization and Business Financing. He has spent 25+ years consulting with over 150 businesses and universities on corporate structure, finance, organization, employee productivity, technology and product development strategies, process and resource productivity, contracts, marketing and financing. Mr. Richards is a Certified Valuation Analyst (CVA) with the National Association of Certified Business Valuators and a Utah Vistage CEO Advisory Board Chair and an international speaker with 200+ speeches given in three countries and 35+ states.

Particular financing work has been with institutional, Small Business Administration (SBA), SBIR/STTR grants, Venture Capital and private investors. Dale has managed tax filings, reporting and company financial reporting for many clients..

Mr. Richards, over the past 25+ years, has had executive management experience as CEO, President and Board of Director in marketing, engineering and administration areas. His management experience includes sales, marketing, engineering, finance, customer relations, power plant operations, quality assurance, business creation and product development.

He had six years as a director in business development for a local utility in which he screened, designed, developed, implemented and managed new businesses, products, and services. Mr. Richards has helped universities commercialize technology for fifteen years improving license or start up company's value, time to market and probability of success. Thirty-five, technology based companies have been founded under Mr. Richards' leadership. He helped these and other companies raise \$500+ Million in equity funds.

Mr. Richards has served as Chairman of the Board & President of Mountain West Capital Network. He served 15 years as a Board member of the Association for Corporate Growth, National Association for Corporate Directors, the Utah sub-Chapter of the Turnaround Management Association and past Chairman of a local \$30 million company. Dale has served as past Chairman of the Utah Manufacturers Technology Committee, a member of the Pioneer Partnership, and a member of the Utah Partnership for Education.

Mr. Richards is a consultant to the Wayne Brown Institute Venture Capital Conferences held in Utah, Hawaii, Phoenix, Los Angeles, Austin, Chicago, and New York. He has been a mentor for 30+ years.

Mr. Richards' leadership helped guide several technology companies to successful mergers with larger entities. Mr. Richards' performance enhancement and leadership methods, Productivity Pyramid <sup>TM</sup> and 80/20 Customer Gold Program <sup>TM</sup>, have guided clients to improved revenue, profits

and value. One client with losses of \$500,000 per year, was turned around to achieve profits of over \$2 million per year in less than two years. He has turned around several companies as CEO.

Dale's business valuation firms, has help companies value and improve their business value all over the United States and World. His company's analyses, calculations and report, are the most comprehensive in the industry. He believes "Knowledge is Power" and provides this for his clients. .

Mr. Richards has a B.S. Degree in Chemical Engineering and a Master's Degree in Business Administration. Dale resides in Bountiful, Utah, and has seven children and enjoys eleven grandchildren. Dale enjoys the outdoors, sports, religion, service and cultural activities.

### **Consulting Services**

<b>Business Plan Development</b>	<b>Mergers, Acquisitions &amp; Purchases</b>
<b>Company Valuations</b>	<b>Turnaround Management CEO</b>
<b>Financial Analysis</b>	<b>Product Development &amp; Marketing</b>
<b>Marketing</b>	<b>Productivity Enhancement</b>
<b>Founder &amp; Incorp Documents</b>	<b>Strategic Planning</b>
<b>Financing:</b>	<b>Technology Licenses &amp; Licensing</b>
<b>VC, Investors &amp; Institutional</b>	<b>Process Optimization</b>

### **Partial Client List**

Anniversary Inn	MaxTec
Artistech Media	Natural Care Pharmaceuticals, Inc.
Blomquist Hale (BHC)	Northwest Toxicology/ABS
Bowen Law Offices, PC	OBE0
Brigham Young University	Okland Construction Company
Broadcast International	Parker Innovations
Candlelight Homes	Pioneer Oil and Gas
Cannon Sales	Premium Oil Company
Celerant Consulting, Boston, MA	Prototype Mgmt, Voice2Insight
Clear Play	ProPay
D&S Fabrication	Ridgecrest Herbals
DigiCorp, Inc.	Screenrant.com
Empowerosity, Inc. (Hawaii)	State of Utah HR Training
EPIC Ventures	University of Utah
Excel Energy.	Utah Centers of Excellence (UDCED)
Fluoresentric	Utah Clean, Inc.
GRI/Spectator Blanket	Utah Power & Light/PacifiCorp
General Communications	Utah Small Business Development Ctr
GolfersTube.com	Utah State University
Halverson Company	USTAR SBIR Services
House of Pumps	VPI Engineering
Independent Stock Market (ISM)	Warner Truck Center
Lava Corp.	Weber State University

### **Specific Area Consulting Services**

It has been Mr. Richards opportunity over the past 21 years to commercialize new ideas, products and technology for many educational institutions and companies. This extensive background can

be summarized into three main areas:

1. Commercialization of technologies and new ideas,
2. Leadership roles as COE/President/Board Chairman/Board Member or Founder for new companies or the optimization of existing companies, and
3. Develop a business strategy, business plan, secure funding or value for companies.

The summary tables presented below show Dale S. Richards' commercialization consulting experience in many industry application areas. Mr. Richards has been a key commercialization consultant for the State Centers of Excellence since its inception. He has assisted with the startup of sixteen new Utah companies and consulted with many companies on operations in a broad array of technologies. He is well known in the community for his ability to successfully commercialize multiple technology applications as one time. His Center PI's have requested his assistance under the new COE Program because of his excellence performance and rapport with the PI's and their teams.

### 1. Commercialization of Technology and New Ideas - Industry Areas of Experience

Technology Area	Result	Technology Area	Result
Acoustic cooling-energy conversion	InPr	processing improvement	LicEx
Agriculture –New seed strains	LicEx	Mineral visualization/simulation	LicSU
Artificial - 4th generation heart	LicSU-CON	Mineral extraction methods	LicSU-CON
Bioremediation	LicSU-CON	Modified activated carbon	LicSU
Biology-Transgenics	LicSU-ExOf	Nanosize particle formation	LicSU
Human cell signaling	LicSU	Neural Interfaces-Artificial sight	LicSU-CON
Chemical separation methods	LicEx	Oil Extraction innovative equip	CON
Coal Processing	LicEx	Particle size analysis	LicEx
Computer computational power	LicEx-CON	Petroleum simulants & reservoir sim.	LiSU
Computer circuitry design methods	LicEx	Raman Instrumentation	LicEx
Compression Technology	CON	Valu Rapid Prototyping	LicSU-CON
Construction methods/analysis mat'ls	LicSU	Small satellite technologies	LicSU-ExOf
DNA testing	LicCon-ExOf	Scientific computing-visuals	LicSU
Digital controls	LicSU-CON	Unmanned air vehicles	LicSU-InPr
Fuel cell membranes	LicSU	Visualizations: Medical	5Lic:2SU,3Ex
Genetic improvement in livestock	LicEx	Visualization: Security	LicSU-InPr-CON
Genome research/methods	LicEx	Wine testing and analysis	LicSU
Isotruss structures	LicSU-CON	Wireless multi-antennas	LicSU

**Key for Success notation above:**

LicSU = License to and assisted in startup company

ExOf = Executive Officer in licensee company

InPr = In the process of commercialization

LicEx = License to existing company

CON = Consultant to spin off company

Val = Valuation services

### 2. Leadership roles as CEO/President/Board Chairman/Board Member or Founder for new companies or the optimization of existing companies

Company Industry Area	Result	Company Industry Area	Result
Auto-Recreation vehicles	CON	Hoses, fittings, junctions	CON,Val
Automotive appearance products	CON	Human exercise-fitness	TurnCON
Artificial - 4th generation heart	CON	Information services	CON
Bioremediation	CON	Isotruss structures	LicSU-CON
Bio-Analytics - PCR	CON, Bd	Jewelry stores	TurnCON
Biology-Transgenics	ExOf	Laboratory services	CON

Business services software	CON	Law School Formation	CON,Val
Business maintenance services	TurnCON	Lubricants – Metal working	CON
Cabinets & furniture	TurnBd	Maintenance of operational assets	CON
Clothing – modest patterns	CON	Medical products	TurnExOf,Val
Computer computational power	LicEx-CON	Management consulting	ExOf-Bd
Construction-major systems	CON,TurnBd	Mineral: kaolin	TurnExOf-CON
Consumer products-invent to mkt	ExOf-Bd	Mineral extraction methods	CON
Credit Card Services	CON	Modeling, Acting Services	CON
Digital controls	LicSU-CON	Movie-film productions	TurnCON
Digital Music, label, storage	Val,CON, Bd	Moving & storage	CON
DNA, RNA, PCR assay products	CON,Val,Ex	Neural Interfaces-Artificial sight	CON
Electronic data systems	TurnCONVal	Office products-services	TurnBd
Electric system sales	TurnCONVal	Oil & gas reserves/production	CON,Val
Electronic - exercise system	CON	Petroleum distribution & services	TurnCON
Employee Health Care Coaching	CON	Printing	Val, CON,
Energy innovations	ExOf-Bd	Pump equipment sales-services	TurnCON
Engineering Services	CON	Rapid prototyping	CON
Entrepreneur development	CON-Bd	Security equipment/monitoring	Bd-CON
Environmental Land Preserve	CON	Small satellite technologies	ExOf-Bd
Excavation Equip. Controls	CON	Software technologies	TurnCON,Val
Eye-Vision services	TurnCON	Training, Executives	CON
Financial Services - Mortgages	CON	Transcription services – via web	TurnCON,Val
Food manufacturing & services	CON,Val	Travel – exotic tours	CON
Golf Swing Analysis	ExOf	Utility-public	CON
Health & Human Services	Con,Val, Bd	Venture capital fund	Bd
Home automation	TurnExOf	Visualizations: medical	CON-Bd
Home maintenance services	TurnExOf,Val	Visualization: security	CON-Bd
Home Security	TurnEx,Bd	Window (high rise) clean/maint.	CON-Bd

**Key for Success notation above:**

TurnExOf = Turn around Executive Officer

ExOf = Executive Officer

TurnCON = Consultant to Executive Officers or Board

Val = Valuation Services

TurnBd = Turn around Board Chairman or Member

Bd = Board of Directors Member

CON = Consultant for optimization

### 3. Business strategy, business plans, valuations and secure funding for companies.

Mr. Richards has reviewed, developed or assisted in the development of over 100 business plans that have resulted in the investment of over \$50 million in capital. Over 90% of all business plans developed or optimized by Mr. Richards have been successfully funded. Mr. Richards is also an accredited business valuator and has completed many valuations for stock plans, litigation, funding, mergers and other business purposes. These business functions are represented in the industries shown in the previous two tables.