

To: jeevacation@gmail.com[jeevacation@gmail.com]
From: PETER MANDELSON
Sent: Tue 8/3/2010 9:14:12 PM
Subject: Fw: Business framework

My first shot at crystallising business venture.

--- On Tue, 3/8/10, PETER MANDELSON <[REDACTED]> wrote:

From: PETER MANDELSON <[REDACTED]>
Subject: Business framework
To: [REDACTED]
Date: Tuesday, 3 August, 2010, 22:10

What is the new advisory business offering ?

In some cases, govts and leaders need straight political advice. This may or may not be in a commercial context. In other cases, businesses need commercial advice that has a political dimension. In others cases, a particular industry - media content - face a big strategic challenge that can only be resolved by government action and require political advice/organisation in achieving this,

Business and politics is joined. We straddle both worlds. But we are not business people pretending to know about politics. We are political people providing a service to business.

Not business advice but political advice in a commercial context or strategic commercial advice required in a political context.

Our usp is politics not business.

Your bankers and accountants can give their specialist advice on deals or strategic issues. But where there is a political or govt dimension, we can advise on this. We are not business brokers. We are advisers on the politics of deals you want brokered and issues you want resolved or regulatory changes needed for your commercial protection /success.

We are political advisers not financial advisers or investment bankers.

This is how politics works. If you don't need that political knowledge, you don't need us.

Types of clients:

cat one: pure political advice to govt/leader - 50% targetted share of business
cat two: strategic commercial advice in a political context - 40%

cat three: media and communications content industry (internet, consolidation) - 10%

CLIENTS examples/targets

Cat 1

South Africa
Qatar
China, in time

Cat 2

Sberbank (Russia)
Essar (India)
Punj Lloyd (India)

Cat 3

Universal
Time Warner