



CRAFTING A VISION OF GREAT FINANCIAL PERFORMANCE

- **Recast your Financials** to show the “Real Profit Numbers” vs the Taxable Profit
- **Financial Benchmarking:** We take your core financial statements for the last 3 years and benchmark them against peers in your industry to help you understand where you can improve. Primarily Focused on YOY Revenue Growth, GM%, and EBITDA % among other benchmarks.
- **Enterprise Value Benchmarking:** We leverage your financial statements, our business assessment, and actual deal comps to determine a common sense valuation range for your business.

INTERPRETING THE STORY YOUR FINANCIALS ARE TELLING

Financial Analysis: We perform financial and statistical analysis on the last 3 years of financials. By analyzing trends and coupling this analysis with external benchmarking, we identify short and long-term focus areas for your growth. Short-Term, we help you identify which of the 3 core areas in your income statement should be your main focus: Revenue, COGS or OPEX. A Singular focus area rallies your team, energy, and investments on the right things.

ALIGNING YOUR TEAM AND FOCUSING ENERGY

- **A Strategic End-to-End Business Assessment** to quantify business readiness and attractiveness:
 - Topics covered: Marketing, Sales, Ops, Finance, People, Legal, Strategy/Planning/Execution, Managing/Leading,
 - Up to Three 1:1 Interviews of Owners/Executives as well as a survey completed by key team members we'll identify together.
- **Exit Planning Workshop:** We facilitate a 2-3 hour workshop with you and your leadership team to review the above analysis, discuss root causes of your performance (good or bad), and gain consensus on your current position, your vision for the future, and a singular financial goal for the next 90 days that has a key focus area of either Revenue, Gross Margin, or OPEX.
- **Craft Key Exit Planning Themes:**
 - Craft Top 3 Recommendations for Protecting current value/De-Risking the business for a buyer
 - Craft Top 3 Recommendations for Value Growth
- **Outcomes of this work are:**
 - Alignment on historical Business/Financial Performance, your future potential, and where you plan to place your focus over the next 90 days to drive business and financial performance with your Shareholder and Leadership Team.
 - Key Business Themes that we recommend prioritizing based on our analysis.

