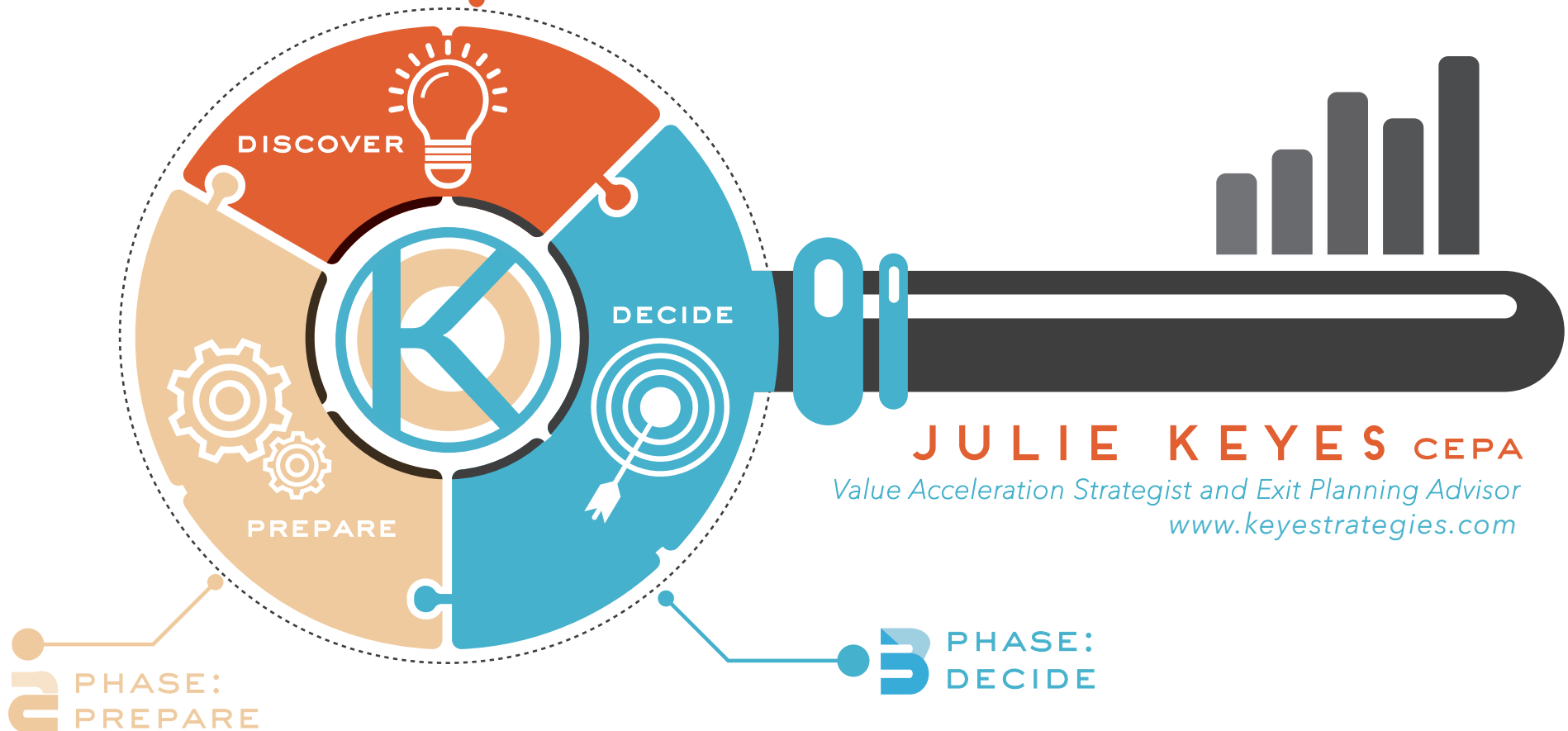


1 PHASE:  
DISCOVER

*Build enterprise value today.  
Exit on your own terms tomorrow.*





## PHASE 1: DISCOVER

### FOUNDATIONAL ASSESSMENT OF OWNER- AND BUSINESS-READINESS

As a result of this phase of our work together, you're on your way to worrying less and sleeping more soundly. Your deliverables include the following:

- » Value Builder Report (includes consult and current range of business value)
- » Exit Planning Checklist to measure Business Readiness and Owner Readiness
- » Customized Action Plan to address what has been discovered



## PHASE 2: PREPARE

### IMPLEMENTING YOUR CUSTOMIZED ACTION PLAN TO MAXIMIZE BUSINESS VALUE

During this phase of the process, you're clear that you need expertise and perspective to help you keep making progress toward maximizing the value of your business (aka your Nest Egg.) Your deliverables include the following:

- » Implementation of Customized Action Plan
- » Assembly of Advisory Board (Our extensive Trusted Advisor network is curated from various disciplines, all for the benefit of referring you, the owner when the situation arises and the time is right. These key advisor referrals are optional and would ideally work in conjunction with your current advising professionals
- » Meetings with your current advisors, key customers or clients, vendors and suppliers (meetings held at your office weekly, bi-weekly or monthly with owners and leadership teams.) Meetings might be individual, group, or a combination of both, as recommended. Virtual meeting options are also available for smaller companies and those located outside of the Twin Cities



## PHASE 3: DECIDE

### COORDINATION OF THE EXIT PLAN: KEEP OR SELL DECISION

In phase 3, you're not only more educated about what your business is really worth, you're less anxious about what your options are for eventual exit. You'll feel confident making decisions like these: Whether to stay in the business, sell part or all of it and whether to retain certain employees. Your deliverables include the following:

- » Your "Owner Readiness" is cross-checked and analyzed with your other advisors, particularly with the Wealth Manager, CPA and Business Attorney on your Advisory Board
- » Now that your business is ready, we need to determine if the Market is also ready. Baseline Valuation will be re-calculated, and determination will be made to Keep or Sell. We'll assess Market Readiness for possible M & A transaction with the advice of owner-approved broker or Investment Banker
- » If the decision is KEEP, is Acquisition a growth strategy? If so, we will create and execute a plan to acquire (this can also be begun in Phase Two)
- » Advisory Team alignment and action plan for your planned exit will be implemented
- » A Life-after-Business Plan will be created