

ROCK-SOLID EXIT STRATEGY..





STEPS TO A ROCK-SOLID EXIT



Hi my name is **Hutton Henry**, and I help **Founders and CEOs** of firms looking to exit but don't know if their firm is optimised for sale. They are also worried about the best cultural fit of the buyer and feel frustrated with their team's ability to speed up and get ready for sale.

The **Rock-Solid Exit** will help you present your business confidently to buyers, ensure your firm doesn't have embarrassing issues that could impede a deal and prepare rapidly so it doesn't impact your business.

The end result:
You will maximise your exit value.

In a way that takes your confidence, your team's confidence, and your customer's confidence... **to a whole new level.**

Hutton.



**EASY TO BUILD..
IN YOUR OWN TIME..
ON YOUR TERMS..**

I want to show you how to build a compelling presentation that will help win over buyers and provide solid ground support during due diligence.

If you're operationing without the key documents (as most are) you're doing it wrong and if you're looking wait until someone is interested then you're definitely doing it wrong.

Presenting your business during due diligence shouldn't be long and boring; it should be a compelling narrative that assures your investor and their consultant third-parties that you are the real deal and ther business you are presenting is rock solid.

*Need help prepping
your business?*

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THE 0.1% CLUB

The High-Stakes Path of Deal-making

The journey from startup to exit is not for the faint-hearted. A mere handful transcends the initial phase to create something of substantial market value—something that beckons the attention of buyers and investors. Success hinges on identifying a potent market need and delivering a product or service that satisfies that need effectively.

A scant 1% of founders succeed in securing early-stage funding, yet it's only the elite 0.1% who elevate their ventures to a level of undeniable worth. Congratulations are in order if you're standing at this juncture.

The key challenge lies in mastering the due diligence process. Time is a luxury you cannot afford—the longer the due diligence, the greater the risk to your valuation and the integrity of the deal. Unpreparedness is not an option; a hasty, underwhelming presentation or a slow response can tarnish a deal.

Enter negotiations armed with meticulous preparation, presenting your business as fit for growth. Expedite the due diligence, and not only will you protect your valuation, but you'll also be poised to claim your rightful place within the prestigious 0.1% Club.



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THE 5 STEPS TO A ROCK-SOLID EXIT



1. TEAM & ORG DESIGN

The bedrock of any enterprise is its people. Your company culture and the team that will drive your vision forward are **critical in drawing investor interest**. You need to be aware of the **skills gaps, the negative dynamics and potential flight risks**.

Investors will scrutinise your team, looking for an ecosystem that thrives independently of its founders. A sustainable and scalable organizational design reassures buyers.

Delve into the synergies within your team. The interplay of skills and roles should coalesce into a cohesive unit that's equipped for **growth and transition**. It's about showcasing a leadership structure that's not just managing but is capable of innovating and driving the company forward, even after you've moved on.

Investors will detect if your firm is 'prepped' for sale. The architecture of your organization must be strategic, ensuring that it's not just built to last but structured to excel. Cultivate leadership, embed operational excellence, and design a succession plan that aligns with your strategic vision. This forward-thinking approach is what makes your business a viable and attractive prospect for any investor.



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2. ROI-DRIVEN ROADMAP

So many firms, even those with revenue in 100s of millions, operate with a poor strategy and roadmap. **It's madness to walk into deal negotiation without a clear plan**, but so many firms we meet do this.

A well-charted path to growth and profitability speaks volumes to potential buyers about the thoughtful planning that underpins every business decision. A strategic blueprint that ties every initiative back to the return on investment is essential in communicating the promise of future gains.

Bring your strategic plan to life by illustrating the key milestones, expected outcomes, and how these initiatives align with market demands and financial impact. This level of detail gives investors a clear view of the intent and expected return behind each strategy you've implemented.

Your roadmap should be polished, aligning initiatives with market demands and ensuring that the narrative is compelling and grounded in data. Provide a blueprint that inspires confidence and compels action, demonstrating a trajectory of **ambitious and achievable growth**.

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3. A FINACIAL MODEL THAT STANDS-UP

The importance of a robust financial model cannot be overstated. It is the narrative that reflects the company's past performance and predicts its future trajectory. Investors will dissect this model, looking for accuracy and foresight in the company's financial future.

Detail how your financial model links revenue streams, cost centers, cash flow, and capital expenditures. The assumptions should be conservative, but the model must be agile, capable of adapting to changes in the market or unexpected events.

Founders must ensure their financial models are validated and investor-ready. Stress-test your projections and prepare to defend your financial narrative. A solid financial model not only withstands scrutiny but also serves as a pillar of trust between the seller and the buyer.

4. NO NASTY CYBER SURPRISES

In our interconnected world, robust cybersecurity is non-negotiable. It is an invisible yet critical bastion of your company's value and reputation. In the due diligence process, the state of your cybersecurity can significantly influence the outcome.

Describe the steps taken to fortify your digital infrastructure. From rigorous assessments to the implementation of advanced security protocols, demonstrate your proactive approach to cybersecurity. Cultivating a culture of cyber awareness within your team is crucial in showing investors that your business is prepared for any digital threats.

Advising on continuous vigilance in cybersecurity is essential. Regular audits and updates on evolving threats are necessary to maintain the integrity of your digital assets. A strong cybersecurity foundation is not just about protection—it's about projecting confidence in the longevity and integrity of your business.



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5. GROWTH OPPORTUNITIES

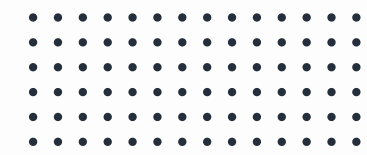
The final stage is where you showcase the future potential of your business. It's crucial to illustrate the untapped opportunities that lie ahead. These could include new markets, innovative products, or strategic partnerships, all of which have the potential to scale the business to new heights.

Highlight the research and analysis backing these growth opportunities. They should be actionable plans with expected outcomes that align with customer insights and competitive positioning. These growth opportunities should excite potential buyers, promising what's to come.

Wrap up with an inspiring overview of the strategic moves that could catapult the business into its next growth phase. Show how these plans are speculative and grounded in concrete research and strategy. This vision for growth is what will distinguish your business in a crowded market and make it a coveted asset for any buyer.



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THE PATH TO A ROCK SOLID EXIT

TEAM & ORG DESIGN

Be honest - what gaps are there in the team?

Skills
Gaps

Key Person
Dependencies

Target
Operating
Model

STRATEGY (ROI)

move ahead to your customers?

Present a
long term
strategy.

Present a
long term
strategy.

FINANCIAL MODEL

How realistic is your financial plan?

Build-in
growing
pains

Connect to
TArget Op.
Model

Last 2
Years &
Forecast

CYBER

Poor controls can kill deals.

Check
Perimeter

GROWTH OPPORTUNITIES

Growth tends to be scaling more of the same, rather than innovation.

Strip back to
profitable
services /
products

Present
three
horizons of
growth.

ROADMAP (ROI)

Prove your team is working against a functional roadmap.

Value
Attribution

BREACHES

If you've had a breach, be honest.

Did you
report
to ICO?

RESOURCING

Who will help you build your exit presentation?

EXIT TIMELINE

How long will you spend preparing the firm?





NEXT STEPS

Reading and not doing provides little ROI and will add just a load of additional work to your to-do list. Putting time in will polish your business.

This could easily be what you and your team look back on three months from now when you're far more aware of how your business operates and confident to Exit.

So, take some time to map out your Exit with major commitments and actions that will serve your clients. At the end of the day, nothing moves forward until something is sold. And that is your responsibility to make that happen.

Speaking of raising glasses, do you want my help to take your business to the next level?

If you're a CEO/Founder and you're ready to get hands-on help from me personally, book a Scale Session with my Scale Specialist now.

We can hop on a call and figure out the best way to help you prepare your business exit.

Click here:



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