

# THREE AREAS OF INVESTOR FOCUS

## HOW DO YOU ASSESS COMPANIES AFTER ACQUISITION?



- How are your founders, your companies enabling the sales engine?
- How are they operationalizing the growth strategy at the point of sale?

## HOW DO YOU SUPPORT COMPANIES?



- How do you as an investing firm enable sales effectiveness across your portfolio?
- What are you doing to equip your founders or companies to grow business at an accelerated rate?

## HOW DO YOU POSITION YOUR VALUE?



- How are you positioning your value as an investor with potential portfolio companies?
- What is the benefit of your investment over other firms?