

# Every Business Needs An Exit Strategy - From Start-Up

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# **EVERY BUSINESS NEEDS AN EXIT STRATEGY - FROM START-UP**

**Build your business as if you are selling that business tomorrow**

# WHY EVERY BUSINESS OWNER NEEDS AN EXIT PLAN

- Investors or Private Equity groups know their exit plan before they invest
- Even if there is no exit strategy, it is never too late
- We would rather meet a company 5-10 year prior to an exit then to handle the transaction the same year we meet
- We meet under the wrong circumstances too often. The outcomes are never as good as what they could have been if they had a plan.
- Do not set yourself up for failure



# DYING IS NOT AN EXIT STRATEGY

**A FRIGHTENING  
STATISTIC:  
50% OF  
BUSINESSES FAIL  
AFTER THE DEATH  
OF THE OWNER**

## Unplanned Events

- Illness
- Disability
- Death
- Partner Dispute
- Divorce
- Loss of Mojo

## Planned Events

- Retirement
- Succession
- Reach Certain Milestone
- IP Achievement
- Acquisition Target

# MAINTAIN VALUE EVEN IF AN UNPLANNED EVENT OCCURS

## De-risk your business with an exit strategy.

- Maximizing enterprise value, not just revenue
- It is the process of de-risking your business so that if you decide to sell it is more attractive to a potential buyer
- It is the process of preparing your business and yourself for an unknown event
  - Depending on your circumstances, it may also be to ensure you have a sound, well-funded succession plan



# EXIT PLANNING PROCESS



Valuation

Succession  
Planning  
and  
Funding

Hire a Team  
of Advisors

# EVERY BUSINESS NEEDS AN EXIT STRATEGY – FROM START-UP

- Identify what value you would like to realize from the business someday
- How will you achieve that value?
- What do you need to do today to achieve that value?
- Surround yourself with financial advisors, attorneys, CPAs, business consultants and intermediaries to help you achieve all your goals and build wealth





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# ANY FINAL QUESTIONS?

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