

# THE GENDREAU GROUP REVENUE STRATEGISTS

Delivering revenues, not just strategies, to companies worldwide since 1989.

## Enhancing Valuation

### Prior to Seeking Funding, Buyers, or Strategic Partners

We help clients maximize the real and perceived value of their companies or key assets prior to seeking funding, buyers, or strategic partners.

**Value Assessment and Enhancement:** A business valuation exercise is essential prior to seeking new capital, or whenever a company contemplates a merger, sale or acquisition. Valuation methodologies we use to determine business worth include:

- **Future earnings method.** With this method we calculate the value today of the business' earnings in the future. One must forecast revenues, expenses, profits and cash flows and create a financial model. We would carefully analyze all factors (threats) that can impact a business' capacity to generate future earnings. Risk assessment is the most important aspect of the analysis.
- **Comparable or guideline company approach.** In this method we collect data on recent sales of similar companies and calculate the valuation multiples (price to earnings, price to revenue, price to cash flow) for each transaction. The valuation multipliers derived therein represent the financial markets' expectation of future earnings and assessments of risk.

We use these methods along with related services to help clients assess and enhance valuation. Related services include:

- **Opportunity Identification:** Evaluating market potential and strategies for penetrating markets or business segments, identifying ways to extend core competencies, and determining required investments to reach desired outcomes.
- **Products & Technology Positioning:** Finding strategic complements to existing products, services and technologies; creating and launching new product lines and businesses; commercializing new and existing technologies, products and services.
- **Sales & Marketing Strategy:** Increasing marketing and sales effectiveness; defining pricing, marketing strategies, and sales and delivery channels; defining or enhancing brand promise; positioning; identity; and brand equity.
- **Operations and Interim Management:** Enhancing operational speed, reducing costs, and increasing accuracy.
- **Planning & Advisory:** Creating real-world plans that link strategy and result; creating an advisory board; generating and evaluating ideas; stimulating process innovation.

**Funding Identification:** Seeking funding can be a baffling and even terrifying process – especially for technologists or small business owners who have never been exposed to the rigors of dealing with venture capitalists and other funding sources. We specialize in helping start-ups and small companies avoid common pitfalls while addressing the unique funding needs of each company. Typical services include:

- **Valuation:** Identifying funding needs (pre-investment) and developing value creation strategies.
- **Funding Options:** Equity loan, first round funding, second round funding, later stage funding, merger and acquisition funding, mezzanine funding, seed/startup funding.
- **External Due Diligence:** Validating market opportunities, market position, brand equity, competitive situation (now/future).
- **Internal Due Diligence:** Evaluating existing business models, strategies, plan, and capacity to execute
- **Pitching:** creating briefing documents, investor pitch, financial models, budgets, and capitalization tables; coaching and assistance with pitching venture capitalists and other potential or existing investors.
- **Value Realization:** Integrating product, marketing and business strategies and plans (post-investment), and ensuring execution.



We are **REVENUE STRATEGISTS**.

We help clients maximize revenues and increase the value of their businesses.

We specialize in:

- Partner and channel strategies that maximize revenues and reach
- Finding untapped revenues by repurposing existing products and technologies
- Revenue Strategies to help clients prepare for merger, sale, or acquisitions

Our clients are high tech and services firms located in the US and abroad.

We have been in business since 1989.

We are located in the San Diego area.

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