

Expertise and passion in helping **C-suite executives, boards, and owners** achieve **superior results** -- **faster growth, higher profits, stronger cash flow** -- through **actionable strategic, financial, and economic insights**

## VALUE TO CLIENTS

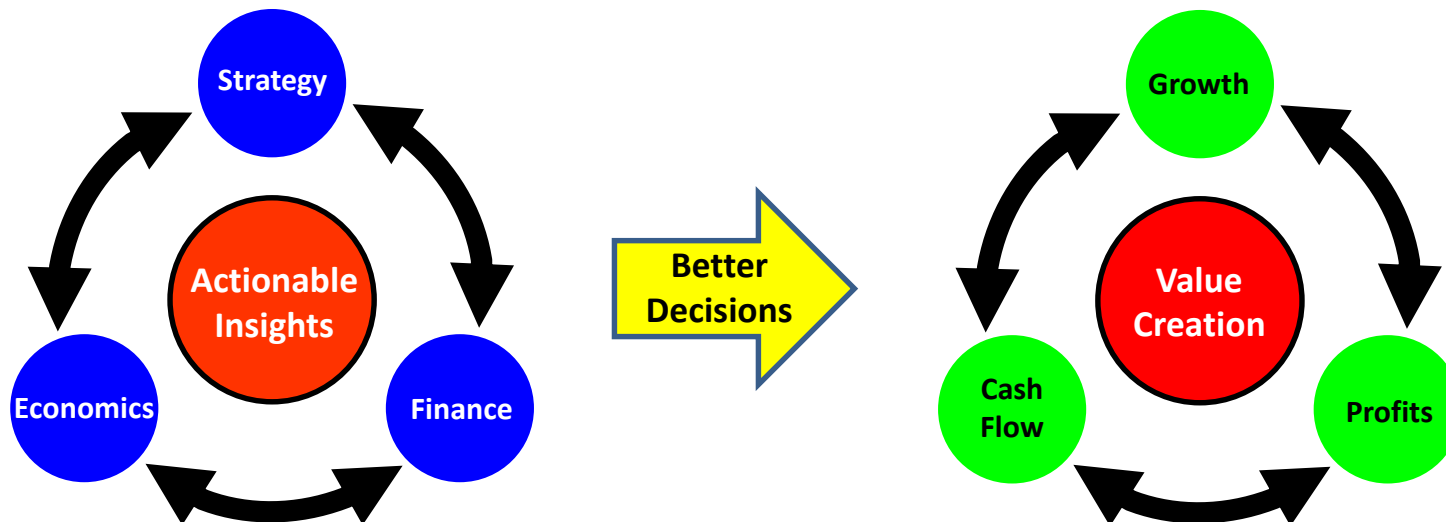
- Fortune 500 experience and expertise made accessible to small, medium, and large businesses on a flexible, cost-effective basis
- Strategic planning, financial analysis, and analytic insights to assist with decision making, priority setting, and resource allocation
- New ideas, fresh perspective, and creative solutions to drive growth, profits, cash flow, and value creation

## RELATIONSHIP-FOCUSED

- Lasting relationships with:
  - Top executives
  - Board members
  - Owners / investors

## ENGAGEMENT SCOPE

- Small, large, private and public companies and not-for-profit organizations
- All industries
- Relationship and understanding with C-suite / board / owners sets foundation for exceptional results



## VALUE-ADDED SERVICES

### Cash Flow / Valuation Modeling

For overall company, business segments, product lines, initiatives, projects, etc.

### Financial Analysis

Income statement, balance sheet, cash flow statement; overall company, business segments, product lines, customers; profitability, margins, efficiency, capital intensity, sources / uses of cash; etc.

### Identifying Hidden Opportunities

e.g., While the basic accounting may say a product line is unprofitable, a true economic analysis may reveal it is making money / generating value

### Strategic Planning

Driving clarity of thought regarding objectives, opportunities, alternatives, risks and constraints via fact-based analysis

### Corporate Development

Broadly defined -- including major projects, strategic investments, and growth initiatives

### Negotiations

Contracts / agreements with suppliers, customers, partners, licensors, equity investors, banks, etc.

### Investment Decisions

Major capex spend, business expansion, lease vs. buy, joint ventures, etc.

### Capital Structure

Debt and equity valuation, leverage analysis, recapitalization analysis, financing recommendations, calculating cost of capital

### Mergers & Acquisitions

Acquiring or divesting a division, product line, exclusive territory, license, brand, or technology; acquisition of / merger with a company; preparing a company for sale

### Special Projects

Leading and managing multidisciplinary teams in high-dollar / high-profile / complicated initiatives

## APPROACH TO ASSISTING ORGANIZATIONS

### Strategy

Frame potential initiatives and opportunities **qualitatively and strategically**. For example:

- A. What do we want to achieve and how can we best achieve it (organically or otherwise)? -- e.g., new product lines, new categories, geographic expansion, joint ventures, partnerships, acquisitions / divestitures
- B. What is the best use of finite capital and management talent?

### Finance

Translate that strategic framework into **financial analysis and dynamic valuation models**. For example:

- A. Detailed buildups and projections of sales, EBITDA, net income, capex, and free cash flow
- B. Valuation (NPV) and financial return (IRR) sensitivity analyses
- C. "What-if" risk / opportunity scenarios

### Economics

Extend that financial analysis into a **holistic economic assessment** with conclusions, recommendations, and alternatives. For example:

- A. Pursue now vs. pursue later
- B. Invest more up front and go for big return vs. invest less up front and go for smaller return while preserving optionality
- C. Lease vs. buy
- D. Develop own intellectual property vs. license
- E. Deploy capital from internal sources or raise new debt / equity
- F. Go alone vs. partner (if partner, with whom and how / when)
- G. Partner vs. acquire / be acquired

## REPRESENTATIVE CLIENTS AND ENGAGEMENTS

### Privately-Owned Local Healthcare Startup

- Customer profitability analysis
- Cash flow modeling / valuation
- Assessment of financing needs and alternatives
- Negotiations with vendors

#### CEO / Majority Owner:

"I learned more from Eric in our first 4 hours together than I did from all of my previous advisors combined. We are now positioned for smarter, faster growth."

### Family-Owned Service Business

- Comprehensive strategic and financial review
- Profitability and cash flow analysis
- Decision-making support
- Preparation for outside investment or sale

#### CEO / Owner:

"Eric's insights and fact-based analysis changed the way we think about important aspects of our company. His focus on value creation helped us save money and pursue the best opportunities for profitable growth."

### Investors In Consumer- Packaged-Goods Space

- Sourcing acquisition and licensing targets
- Financial modeling and valuation analysis
- Due diligence support
- Negotiations with sellers

#### Investor:

"Nobody knows finance, modeling, and M&A better than Eric. He is the one we trust when it is our money at risk."

### Publicly-Traded Global Manufacturing Company

- Acquisition and divestiture support
- Valuation modeling
- Capital structure review
- Business segment profitability analysis

#### Chief Administrative Officer:

"Eric is able to quickly analyze complex problems and provide clear, actionable solutions. His perspectives and insights are uniquely valuable."

Note: References, including these clients, are available upon request