



STORY TELLING COMMUNICATES VALUE



Partners with:

Consulting services of Santa Barbara Valuations are philosophically targeted toward sellers and start-up companies where we can make a difference in protecting the value of current ownership versus investors or corporate buyers with more sophisticated knowledge and tactics. Just knowing the limits of what composes a fair deal can help our clients avoid valuation errors that may cost them hundreds of thousands of dollars, if not millions in the long run.

Our presentation products incorporate key elements from valuation principles, angel investor assessment and corporate buyer demands so that we ensure that the most important and value-improving elements are presented. This is where our ability to story-tell in investor or buyer language becomes a key asset and value enhancer for you.

TRANSFERS

We support the small business DIY seller with a range of service. The one thing that we do not offer is brokerage and the finding of potential buyers. Our work is targeted toward the 40% of private sales that never go to brokerage. This can be in response to an unsolicited offer, having the seller list the business in trade publications or with internet based services, or a transfer to employees or family.

Step one of the process is a valuation report, which provides a baseline range of values for the business. Step two is to prepare business presentations in a slide show and written report, and step three is to consult within the negotiations when a potential buyer is found. So long as the formal valuation work is completed, we can be engaged for a little or as much follow-on work as desired.

Key to our involvement being profitable to you however, is to begin work before a formal letter of Intent (LOI) is prepared. Most of the value of negotiating price, and providing clarity to the deal so that it is not reduced during due diligence happens during LOI negotiation. With good companies, we find that the value can be improved substantially over the initial offer that comes prior to the LOI - if handled well and early in the process.



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START-UPS

The second area of consulting is about building financial models and discounted cash flow analysis. The most important areas we target are deriving the model assumptions, the value hypothesis and the scaling hypothesis. These elements are then rolled into presentation materials as key arguments.

Obviously what follows is consulting around pitch deck preparation and valuation for start-ups seeking money from angel investors. We prepare pitch decks and written business summaries tailored to the private equity investor. We can also be engaged to present with or for you if desired.

AND MORE!

No consultant would turn down an exciting assignment. Where our skills fit and a project is interesting, we take on advisory and analysis roles in acquiring companies, evaluating future exit plans, preparing feasibility studies for things like ESOP formation, rectifying employee stock compensation disputes, reviewing competitive valuation reports and other projects. Email or call us to see how we may be able to help protect or enhance your equity investment.