



Capital Raising & Exit Preparation

We help companies prepare for the capital raising process to ensure they receive the maximum return, by identifying potential operational issues which may be discovered during the investor's due diligence process.

The exit process is the realisation of all your hard work. Companies that do not plan appropriately eventually find it costs them money and in many cases they are unable to secure their desired valuation.



Capital Raising and Exit Preparation

The potential growth rates are an important aspect of the valuation and the key measurement used by investors is by evaluating the strengths and capabilities of the company's sales and marketing operations.

While a company's strategy and historical performance may be impressive, new investors need to investigate in detail how companies will execute growth strategies in order to meet business plans.

Investors know that sales and marketing capabilities and functions provide the most significant insight into a company's potential for growth.

The key to a successful exit is thorough preparation and a new investor will focus their due diligence on the following areas:

1. Commercial due diligence- focus on governance, risk and compliance as well as strategic issues.
2. Financial due diligence- validation of the financial assumptions and figures.
3. Operational due diligence- validate the firm's ability to grow and deliver the business plan.

Operational due diligence is the area where most price changes occur as this demonstrates the company's ability to execute the business plan. As a result, it is crucial the company has fully prepared for this process.

Key Operational Success Factors:

- Show that your company has a clear direction in terms of target markets, regions, distribution and a clearly articulated differentiated story.
- Prove you have the operational processes to grow and meet the business plan. This is demonstrated by your ability to demonstrate how your firm creates leads and successfully communicates the company's value proposition.
- Demonstrate a consistent sales process to achieve success against your competition in order to grow revenue.
- Demonstrate that you will deliver the products and solutions and maintain high levels of customer satisfaction.

The CappcoPartners Solution

Take advantage of a specialist service that identifies potential operational issues that may be discovered during the vendor due diligence process. Our specialist team uses our tried and tested methodology and tool-kit and has a proven track record of delivering successful operational due diligence engagements. Cappco Partners has assembled an Exit Support team with significant experience in sales and marketing process and operations.

There are many firms who can assist in the financial and commercial due diligence and we will work closely with them to ensure all aspects of your business pass due diligence.



The Three Stages

CappcoPartners utilizes a set of unique methodologies and tools to help our clients through the three stages. They include:

- Growth Assessment Model which measures the capabilities of all aspects of the sales and marketing process
 - We use a systemic and fact based approach to assess the target firms current sales and marketing capabilities, processes, strategy and management. Approximately 250 data points will be examined and each with have numerical ratings based on the CappcoPartners “Growth Assessment Model” methodology. This process usually takes between 3 and 5 days to complete.
- 3 month action plan template created to list all areas which need to be resolved pre before the due diligence phase begins
- A “Value Based” approach which fine tunes the company’s sales and pipeline processes. The process includes:
 - Assessment: Of the current situation and strategy using our unique “Growth Assessment Model”.
 - Value Discovery: Measure the value your target market receives such as how investment reduces costs, increases revenue, reduces risk, creates a competitive advantage and more.
 - Value Development: How to develop and present a business case suitable for executives and a ROI Investment analysis.
 - Process Change: Implement repeatable processes in each core area.
 - Implementation: Creation of tools and collateral to assist in the sales cycle, sales process and training.

Approach and Methodology

Stage one – Assessment: Our “Growth Assessment Model” methodology will examine approximately 250 data points, for which you will be presented with a detailed explanation and numerical rating and you will be provided with a detailed assessment of a company’s:

The following areas of the company will be assessed in detail.

1. Sales Messaging
2. Brand Awareness
3. Lead Generation
4. Sales Execution
5. Client Management

Stage two – Planning: Once the assessment has been completed and agreed, a detailed 3 month sales and marketing plan will be created. We use a template which has been developed over many successful engagements and reduces the time and costs for the planning stage. This stage should take approximately 5 days to complete and agree.

Stage three – Implementation: CappcoPartners utilizes a “Value Based Approach” which ensures all areas of sales and marketing can demonstrate measurable value to your customers. Our investment preparation services include:

- Validation of the pipeline in terms of measurable sales stages and accuracy.
- Ensure the sales CRM and marketing tools are utilized.
- Provide hands-on support in any changes to the marketing and sales collateral.
- Define specific short term actions, delivering quick wins.
- Define KPIs, objectives and incentives tied to results.

Specialised Sales and Marketing Services

CappcoPartners is a company of experienced sales and marketing executives who specialise in improving sales and marketing performance and executing corporate turnarounds where revenue growth and creation is essential. The CappcoPartners team provide the following services:

Investor Services

- Pre-deal due diligence - our proprietary **“Growth Assessment Model”** assesses and measures the sales and marketing capabilities and gives detailed information relating to the target firms ability to deliver their growth plan.
- Assist under-performing portfolio companies - implement growth strategies by creating consistent sales and lead generation processes based on best practices.
- Post acquisition integration - we assist and project manage the integration of the sales and marketing departments and the creation of consistent processes across the company.
- Exit planning - we prepare our clients for the vendor due diligence process by fine-tuning their sales and marketing processes and capabilities.

Sales Performance Improvement

- Sales and Brand Strategy implementation - our **“Sales Performance Improvement”** process is designed to identify and exploit your key differentiated factors. We take a hands on approach to validating and then implementing your unique sales messages throughout all demand creation campaigns and marketing communications.
- Lead Generation - the objective is to increase revenue by improving the lead generation processes which will deliver additional high quality leads to the sales teams.
- Sales Process Implementation - we implement our **“Value Based Sales”** methodology during engagements which ensures accurate pipeline measurement and institutionalises sales best practice across the company.

About CappcoPartners

CappcoPartners was formed in 2009 to provide sales and marketing services to private equity and venture capital backed firms, struggling to meet their growth plans. We are staffed with experienced professionals who have successfully implemented positive change for small and mid-sized firms across all major industries. Each partner has a successful track record in implementing change and extensive experience in growing revenue.

Since 2009 CappcoPartners has successfully grown revenue by £75m for our clients and have added £300m in Enterprise Value to their investors. See our successes at www.cappcopartners.com



Institute for Turnaround



The CappcoPartners team are proud to be members of the two most prestigious turnaround organisations in the UK

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