

BUSINESS CONSULTING
MERGERS & ACQUISITIONS
BUSINESS VALUATION

MERGER AND ACQUISITION SERVICES



STRATEGIC MANAGEMENT DECISIONS AND PRECISE EXECUTION

VSG | VALUE
STRATEGY
GROUP



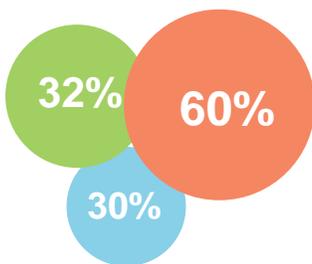
PLANNED EXIT STRATEGY

For those clients seeking to sell their business within the next 36 months, we offer 12, 24 and 36 month planned exit strategy programs where we work with you month to month to increase your business valuation and business success to package your business for sale at the highest price



**"I have never cared what something costs;
I care what it's worth." -- Ari Emanuel**

SAIL SMOOTHLY THROUGH YOUR M&A ACTIVITIES



INDUSTRY TRENDS

- 60% of corporate respondents said that their M&A investments will involve acquiring a target in a foreign market.
- 32% of corporate respondents said their M&A strategy over the next 12-18 months involved seeking smaller strategic deals to take advantage of favorable opportunities.
- 30% of corporate respondents said that the primary intended use of their company's excess cash reserves would be for mergers and acquisitions.

Source: Deloitte M&A Trends Report 2014

FOR SELLERS

Through our studied approach, we work with sellers to help them create unique marketing programs to maximize their business valuation and create demand. While maintaining your confidentiality, we help you find the right strategic or financial buyer or non-industry player seeking to add new business assets to their current business model and then contact them directly and confidentially on your behalf.

During our engagement, our team will help your executives to develop a business presentation book and executive summary of your firm, create an executive video summary to help market your company's value, and package your firm's intellectual and operational assets to increase your

valuation. Additionally, we help facilitate negotiation and deal flow.

FOR BUYERS

Working with buyers, we help them identify targeted acquisition candidates based on their corporate criteria. When potential acquisition opportunities are identified, we will contact the candidate confidentially on your behalf to determine whether the candidate is interested in discussing acquisition and then facilitate introduction, negotiation and deal flow. During the due diligence, we perform business model analysis and report our findings to you to help facilitate negotiation. Additionally, we work with buyers post-acquisition to facilitate new company onboarding and business integration.

“Wall Street is the only place that people ride in a Rolls Royce to get advice from those who take the subway.” --Warren Buffett

EVOLVE BEFORE MARKET DEMAND

Implement a Market Gap Analysis to Find M&A Candidates

Identifying where demand is greater than supply takes a premeditated process where business research and market opportunities are explored from a competitor, buyer-demand and buyer-need position to minimize risks and maximize offering profitability.

Market gaps only appear when true, non-emotional analysis is executed and where the gap research points you to an underserved market that can

be exploited profitably. Implementing a market gap analysis can help your company identify opportunities where limited competitors exist. If you are looking to be acquired, this potentially raises your valuation. If you are looking to acquire companies, implementing a market gap analysis will help you identify companies with skillsets or intellectual property that can accelerate servicing the unserved market.



STAY AHEAD OF THE COMPETITION

Through our best practices review, we help CEOs and their management teams adjust and improve their sales and marketing process to increase top line revenue capture and reduce revenue capture costs. Additionally, using our national real-time, financial databases, we review your financial metrics and give you an accurate scorecard measuring your financial statements against your competition and then give you action steps to improve the financial success of your business.

ABOUT VALUE FORWARD NETWORK

The Value Forward Network is a management consulting firm providing advisement to small to medium sized (SMB) businesses with annual revenues from \$1 million to \$200 million. Our licensed management consultant team consists of senior executives which include former CEOs, VPs of Sales, VPs of Marketing, VPs of Operations and other management executives who bring strategic and tactical business success to clients. They focus on helping CEOs, company founders and senior executive team members maximize revenue, increase marketing success, reduce operating expenses and build a replicable and scalable revenue capture process that gives them a competitive edge.



BUSINESS CONSULTING

Through our structured step-by-step success programs, we help CEOs and business owners improve their business valuations to give them options on when and how to sell their business. By providing a planned program, we reduce your stress, maximize your retirement funding and increase your personal business satisfaction.



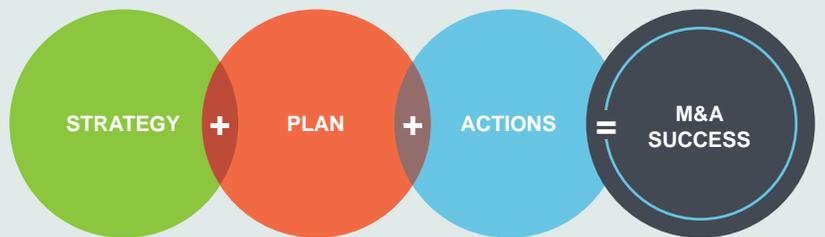
MERGERS AND ACQUISITIONS

Our M&A programs provide companies with strategic advice and recommendations during the entire M&A cycle from concept to post-acquisition. We are not brokers; we are business consultants with a focus on helping you achieve the best results by providing a holistic perspective.



EXECUTIVE TEAM COACHING

As business coaches and sales intermediaries, we work with company founders and their management team members to help them plan and implement best practice programs to facilitate short-term success and their long-term objectives.



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