The ValueMax™Discovery Process

One Page Exit Plan® Mid-Large Business

	Hi	gh Leve	el Goals – Perso	onal Vision Statemer	nt			
Name Jaimie	Age Now 57		Est Current Value 100,000,000	Exit Options Sell to a strategic buyer or a direct competitor				
When 5 years	Exit Age / Earn-Out 62 / 64		Desired Final Value 36,000,000	Purpose To retire				
Business Value Goals				Personal & Family Goals				
Your Goals	Now 60,000,000		At Exit	Shareholder & Alignment		Est Net proceeds of Exit		
Revenue			80,000,000	20%		90,000,000 / Jaimie 18m		
Profit	12,000,000		20,000,000	Desired Future Income		Personal Net Assets at Exit		
Industry Range	1-6		1-6	2,000,000		5,000,000		
ValueMax Business Score	65		90	Est Future Income	Combined Assets			
Business Value Goals	36,000,0	000	100,000,000	1,150m-1.5m/shortfall ?? reexam	nine	23,000	23,000,000	
D-Grade Business			A-Grade Business	Wellness Now		Wellne	ss After	
0%		90%	100%	Activities/Plans		Activities/Plans		
20m Profit X Low Multiple	100111			no time for self, no time for work/life balance. Weekly wife dinner. 2 fish nights health. S foundati we deep		health. Set up a pri foundation to take we deeply care abo	care of my physical, spiritual Set up a private family tion to take care of the causes uply care about. ty development project	
ValueMax Business Score - Now 65%			ValueMax Personal Score - Now			65%		
Dow < Business Attr	uctiveness> High	A	Top 5 Priorities Acquisition of supplier chain Consistency of messaging Management succession plan Examine ESOP report to board	A 400 H Com Company Notice High Rick Company N	Wellness	>High A	Top 5 Priorities Structure of private family foundation Review investment bankers Engage full time personal asset manager	
ATTRACTIVENESS SCORE			& Management Issues	WELLNESS POST EXIT		Achievement		
□ Business Factors		Finances	int Systems	□ Emotional Factors		Values		
Forecast FactorsMarket Factors			nt Systems Occumentation	Personal PlanningPersonal Expectations	DED	SONAL & FAMILY \	WEALTH	
 Investor Considerations 	_ I	ntellectual	Property			Wealth and Finan		
DE 1 DIVIEGO 00000		Customer (Expense Co		WELLNESS OTHER			nd Personal Wealth	
READINESS SCORE		Personal K		□ Personal Blocks□ Work		Personal Cash Flo Tax & Investment		
Value ExpectationsPersonal Expectations		Systems Pi		□ Health		Debt Managemen		
□ Shareholder Goals				□ Finance		Risk Management		
Payment Considerations		□ Profit Improvement		□ Fun & Recreation		Estate Planning		
□ Value Readiness	. ا	□ Government Grants		□ Friends and Family		Financial Planning	g Advisor	
 Creditability and Justifica 	tion	Growth Stra Product Str	•	□ Romance				
□ Brand Issues □ Marketing Doc & Systems		TOUUUL SII	accyles	□ Environment				
 Marketing Doc & Systems 	'			□ Learning				





The ValueMax™Discovery Process

One Page Exit Plan® - Blank Template

	High Leve	el Goals – Perso	onal Vision Statemen	it		
Name	Age Now	Est Current Value	Exit Options			
When	Exit Age / Earn-Out	Desired Final Value	Purpose			
Busine	ess Value Goals		Personal & Family Goals			
Your Goals	Now	At Exit	Shareholder & Alignment	Est Net proceeds	of Exit	
Revenue						
Profit			Desired Future Income	Personal Net Ass	ets at Exit	
Industry Range						
ValueMax Business Score			Est Future Income	Combined Assets	<u> </u>	
			LSt I dtule illcome	Combined Assets	Combined Assets	
Business Value Goals						
D-Grade Business		A-Grade Business	Wellness Now	Wellne	ss After	
0% Profit X Low Multiple	Value Max Business Score Business Value Goal	100% Profit X High Multiple				
ValueMax Bu	ısinass		ValueMax Personal			
Score - N			Score - Now			
Low < Business Attractiveness	>Hin A		D Low Personal Wells	ess High		
ATTRACTIVENESS SCORE		2 Managament Issues	WELLNESS POST EXIT			
Business Factors Forecast Factors Investor Considerations READINESS SCORE Value Expectations Personal Expectations Shareholder Goals Payment Considerations Value Readiness Creditability and Justification Brand Issues Marketing Doc & Systems	Employee & Management Issues Finances Management Systems Company Documentation Intellectual Property Customer Contracts Expense Contracts Personal Knowledge Systems Processes Compliance Issues Profit Improvement Government Grants Growth Strategies Product Strategies		Benotional Factors Personal Planning Personal Expectations WELLNESS OTHER Personal Blocks Work Health Finance Finance Finance Finends and Family Romance Environment Learning	□ Values PERSONAL & FAMILY W □ Wealth and Finance	ial Management d Personal Wealth w and Budget Strategies – Life & Disability	



The Value Max^{m} Discovery Process

One Page Exit Plan® - John Smith

	High Leve	el Goals – Perso	onal Vision Statemen	t		
Name John Smith	Age Now 57	Est Current Value 1,500,000	Exit Options Sell to a strate	Options Sell to a strategic buyer or a direct competitor		
When 3 years	Exit Age / Earn-Out 60-62	Desired Final Value 5,440,000	Purpose To retire, work	ose To retire, work for charity, travel and enjoy kids		
Busir	ess Value Goals		Personal & Family Goals			
Your Goals	Your Goals Now		Shareholder & Alignment		Est Net proceeds of Exit	
Revenue	5,000,000	8,000,000	25%. Yes shareholders agi	ree 4.44m bus	4.44m business / 1.11m johns	
Profit	750,000	1,600,000	Desired Future Income	Personal Net As	Personal Net Assets at Exit	
Industry Range	1-4	1-4	200,000 pa	1,00	1,000,000	
ValueMax Business Score	40% (D Grade)	85% (A Grade)	Est Future Income	Est Future Income Combined Assets		
Business Value Goals	1,500,000	5,440,000	105,500 pa (est 5% combin	pa (est 5% combined) 2,110,000		
D-Grade Business		A-Grade Business	Wellness Now	Wellne	Wellness After	
0%	85%	100%	Activities/Plans	Activities/Plans		
1.6m Profit X Low Multiple	Value Max Business Scr 5.44m Business Val Goal		Start jogging/Hiking Play Golf once a week Drink Less Create a regular day per week to have dinner with kids "one on one" Start thinking about project development for manage exiting. Learn a language for exting in Europe.		nanage after	
	ValueMax Business			ValueMax Personal		
Score -	Now	65%	Score -	Score - Now		
D Low < Busines	- Attractiveness> High	Top 5 Priorities Clean up business – operations manual and accounts Rewrite Business Plan Hire marketing agency and focus on leads Hire an additional key account sales manager Monthly business review	A (i) III	sonal Wellness> High	Top 5 Priorities Investigate tax strategies Look at more aggressive wealth management. Play Golf Start walking everyday Buy an investment property	
ATTRACTIVENESS SCORE		& Management Issues	WELLNESS POST EXIT	□ Achievement		
Business Factors Forecast Factors Market Factors Investor Considerations READINESS SCORE Value Expectations Personal Expectations Shareholder Goals Payment Considerations Value Readiness Creditability and Justificat Brand Issues Marketing Doc & Systems	Company I Intellectual Customer (Expense Co Personal K Systems Pr Complianc Profit Impro Governmer Growth Stra	Contracts ontracts nowledge rocesses e Issues ovement at Grants ategies	□ Emotional Factors □ Personal Planning □ Personal Expectations WELLNESS OTHER □ Personal Blocks □ Work □ Health □ Finance □ Fun & Recreation □ Friends and Family □ Romance □ Environment □ Learning	Wealth and Finan Business Value a Personal Cash Fl Tax & Investment Debt Managemen Risk Managemen Estate Planning	SONAL & FAMILY WEALTH Wealth and Financial Management Business Value and Personal Wealth Personal Cash Flow and Budget Tax & Investment Strategies Debt Management Risk Management – Life & Disability	

