



The ValueMax™ Discovery Process

# One Page Exit Plan<sup>©</sup> Mid-Large Business

High Level Goals – Personal Vision Statement										
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	At Exit		Shareholder & Alignment		Est Net proceeds of Exit			
Revenue		60,000,000	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		36,000,000	100,000,000		1,150m-1.5m/shortfall ?? reexamine		23,000,000			
<p>D-Grade Business (0% to 90%)   A-Grade Business (90% to 100%)</p> <p>Value Max Business Score</p> <p>20m (Profit X Low Multiple)   100m (Business Value Goal)   120m (Profit X High Multiple)</p>				<b>Wellness Now</b>		<b>Wellness After</b>				
<b>ValueMax Business Score - Now</b>				65%		<b>ValueMax Personal Score - Now</b>			65%	
<p>Top 5 Priorities</p> <ul style="list-style-type: none"> <li>Acquisition of supplier chain</li> <li>Consistency of messaging</li> <li>Management succession plan</li> <li>Examine ESOP report to board</li> </ul>						<p>Top 5 Priorities</p> <ul style="list-style-type: none"> <li>Structure of private family foundation</li> <li>Review investment bankers</li> <li>Engage full time personal asset manager</li> </ul>				
<b>ATTRACTIVENESS SCORE _____</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Business Factors</li> <li><input type="checkbox"/> Forecast Factors</li> <li><input type="checkbox"/> Market Factors</li> <li><input type="checkbox"/> Investor Considerations</li> </ul>		<ul style="list-style-type: none"> <li><input type="checkbox"/> Employee &amp; Management Issues</li> <li><input type="checkbox"/> Finances</li> <li><input type="checkbox"/> Management Systems</li> <li><input type="checkbox"/> Company Documentation</li> <li><input type="checkbox"/> Intellectual Property</li> <li><input type="checkbox"/> Customer Contracts</li> <li><input type="checkbox"/> Expense Contracts</li> <li><input type="checkbox"/> Personal Knowledge</li> <li><input type="checkbox"/> Systems Processes</li> <li><input type="checkbox"/> Compliance Issues</li> <li><input type="checkbox"/> Profit Improvement</li> <li><input type="checkbox"/> Government Grants</li> <li><input type="checkbox"/> Growth Strategies</li> <li><input type="checkbox"/> Product Strategies</li> </ul>		<b>WELLNESS POST EXIT _____</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Emotional Factors</li> <li><input type="checkbox"/> Personal Planning</li> <li><input type="checkbox"/> Personal Expectations</li> </ul>		<ul style="list-style-type: none"> <li><input type="checkbox"/> Achievement</li> <li><input type="checkbox"/> Values</li> </ul>			<b>PERSONAL &amp; FAMILY WEALTH _____</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Wealth and Financial Management</li> <li><input type="checkbox"/> Business Value and Personal Wealth</li> <li><input type="checkbox"/> Personal Cash Flow and Budget</li> <li><input type="checkbox"/> Tax &amp; Investment Strategies</li> <li><input type="checkbox"/> Debt Management</li> <li><input type="checkbox"/> Risk Management – Life &amp; Disability</li> <li><input type="checkbox"/> Estate Planning</li> <li><input type="checkbox"/> Financial Planning Advisor</li> </ul>	
<b>READINESS SCORE _____</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Value Expectations</li> <li><input type="checkbox"/> Personal Expectations</li> <li><input type="checkbox"/> Shareholder Goals</li> <li><input type="checkbox"/> Payment Considerations</li> <li><input type="checkbox"/> Value Readiness</li> <li><input type="checkbox"/> Creditability and Justification</li> <li><input type="checkbox"/> Brand Issues</li> <li><input type="checkbox"/> Marketing Doc &amp; Systems</li> </ul>				<b>WELLNESS OTHER</b> <ul style="list-style-type: none"> <li><input type="checkbox"/> Personal Blocks</li> <li><input type="checkbox"/> Work</li> <li><input type="checkbox"/> Health</li> <li><input type="checkbox"/> Finance</li> <li><input type="checkbox"/> Fun &amp; Recreation</li> <li><input type="checkbox"/> Friends and Family</li> <li><input type="checkbox"/> Romance</li> <li><input type="checkbox"/> Environment</li> <li><input type="checkbox"/> Learning</li> </ul>						





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# One Page Exit Plan<sup>©</sup> - Blank Template

High Level Goals – Personal Vision Statement			
Name	Age Now	Est Current Value	Exit Options
When	Exit Age / Earn-Out	Desired Final Value	Purpose
Business Value Goals		Personal & Family Goals	
Your Goals	Now	At Exit	Shareholder & Alignment
Revenue			Est Net proceeds of Exit
Profit			Desired Future Income
Industry Range			Personal Net Assets at Exit
ValueMax Business Score			Est Future Income
Business Value Goals			Combined Assets
		<b>Wellness Now</b>	<b>Wellness After</b>
		Activities/Plans	Activities/Plans
ValueMax Business Score - Now		ValueMax Personal Score - Now	
Top 5 Priorities		Top 5 Priorities	
<b>ATTRACTIVENESS SCORE _____</b> <input type="checkbox"/> Business Factors <input type="checkbox"/> Forecast Factors <input type="checkbox"/> Market Factors <input type="checkbox"/> Investor Considerations  <b>READINESS SCORE _____</b> <input type="checkbox"/> Value Expectations <input type="checkbox"/> Personal Expectations <input type="checkbox"/> Shareholder Goals <input type="checkbox"/> Payment Considerations <input type="checkbox"/> Value Readiness <input type="checkbox"/> Creditability and Justification <input type="checkbox"/> Brand Issues <input type="checkbox"/> Marketing Doc & Systems	<input type="checkbox"/> Employee & Management Issues <input type="checkbox"/> Finances <input type="checkbox"/> Management Systems <input type="checkbox"/> Company Documentation <input type="checkbox"/> Intellectual Property <input type="checkbox"/> Customer Contracts <input type="checkbox"/> Expense Contracts <input type="checkbox"/> Personal Knowledge <input type="checkbox"/> Systems Processes <input type="checkbox"/> Compliance Issues <input type="checkbox"/> Profit Improvement <input type="checkbox"/> Government Grants <input type="checkbox"/> Growth Strategies <input type="checkbox"/> Product Strategies	<b>WELLNESS POST EXIT _____</b> <input type="checkbox"/> Emotional Factors <input type="checkbox"/> Personal Planning <input type="checkbox"/> Personal Expectations  <b>WELLNESS OTHER</b> <input type="checkbox"/> Personal Blocks <input type="checkbox"/> Work <input type="checkbox"/> Health <input type="checkbox"/> Finance <input type="checkbox"/> Fun & Recreation <input type="checkbox"/> Friends and Family <input type="checkbox"/> Romance <input type="checkbox"/> Environment <input type="checkbox"/> Learning	<input type="checkbox"/> Achievement <input type="checkbox"/> Values  <b>PERSONAL &amp; FAMILY WEALTH _____</b> <input type="checkbox"/> Wealth and Financial Management <input type="checkbox"/> Business Value and Personal Wealth <input type="checkbox"/> Personal Cash Flow and Budget <input type="checkbox"/> Tax & Investment Strategies <input type="checkbox"/> Debt Management <input type="checkbox"/> Risk Management – Life & Disability <input type="checkbox"/> Estate Planning <input type="checkbox"/> Financial Planning Advisor





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# One Page Exit Plan<sup>©</sup> - John Smith

High Level Goals – Personal Vision Statement									
Name	John Smith	Age Now	57	Est Current Value	1,500,000	Exit 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 for charity, travel and enjoy kids		
Business Value Goals				Personal & Family Goals					
Your Goals		Now	At Exit		Shareholder & Alignment		Est Net proceeds of Exit		
Revenue		5,000,000	8,000,000		25%. Yes shareholders agree		4.44m business / 1.11m johns		
Profit		750,000	1,600,000		Desired Future Income		Personal Net Assets at Exit		
Industry Range		1-4	1-4		200,000 pa		1,000,000		
ValueMax Business Score		40% (D Grade)	85% (A Grade)		Est Future Income		Combined Assets		
Business Value Goals		1,500,000	5,440,000		105,500 pa (est 5% combined)		2,110,000		
				Wellness Now		Wellness After			
				Activities/Plans Start jogging/Hiking Play Golf once a week Drink Less Create a regular day per week to have dinner with kids "one on one"		Activities/Plans Start thinking about property development for manage after exiting. Learn a language for extended trip in Europe.			
ValueMax Business Score - Now			65%	ValueMax Personal Score - Now			65%		
			<b>Top 5 Priorities</b> 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				<b>Top 5 Priorities</b> Investigate tax strategies Look at more aggressive wealth management. Play Golf Start walking everyday Buy an investment property		
<b>ATTRACTIVENESS SCORE _____</b> <input type="checkbox"/> Business Factors <input type="checkbox"/> Forecast Factors <input type="checkbox"/> Market Factors <input type="checkbox"/> Investor Considerations		<input type="checkbox"/> Employee & Management Issues <input type="checkbox"/> Finances <input type="checkbox"/> Management Systems <input type="checkbox"/> Company Documentation <input type="checkbox"/> Intellectual Property <input type="checkbox"/> Customer Contracts <input type="checkbox"/> Expense Contracts <input type="checkbox"/> Personal Knowledge <input type="checkbox"/> Systems Processes <input type="checkbox"/> Compliance Issues <input type="checkbox"/> Profit Improvement <input type="checkbox"/> Government Grants <input type="checkbox"/> Growth Strategies <input type="checkbox"/> Product Strategies		<b>WELLNESS POST EXIT _____</b> <input type="checkbox"/> Emotional Factors <input type="checkbox"/> Personal Planning <input type="checkbox"/> Personal Expectations		<input type="checkbox"/> Achievement <input type="checkbox"/> Values			
<b>READINESS SCORE _____</b> <input type="checkbox"/> Value Expectations <input type="checkbox"/> Personal Expectations <input type="checkbox"/> Shareholder Goals <input type="checkbox"/> Payment Considerations <input type="checkbox"/> Value Readiness <input type="checkbox"/> Creditability and Justification <input type="checkbox"/> Brand Issues <input type="checkbox"/> Marketing Doc & Systems				<b>WELLNESS OTHER</b> <input type="checkbox"/> Personal Blocks <input type="checkbox"/> Work <input type="checkbox"/> Health <input type="checkbox"/> Finance <input type="checkbox"/> Fun & Recreation <input type="checkbox"/> Friends and Family <input type="checkbox"/> Romance <input type="checkbox"/> Environment <input type="checkbox"/> Learning		<b>PERSONAL &amp; FAMILY WEALTH _____</b> <input type="checkbox"/> Wealth and Financial Management <input type="checkbox"/> Business Value and Personal Wealth <input type="checkbox"/> Personal Cash Flow and Budget <input type="checkbox"/> Tax & Investment Strategies <input type="checkbox"/> Debt Management <input type="checkbox"/> Risk Management – Life & Disability <input type="checkbox"/> Estate Planning <input type="checkbox"/> Financial Planning Advisor			

