

Path to Liquidity

Maximize your investment

Selling your business is one of the most important things you will ever do as an entrepreneur. As entrepreneurs ourselves — we understand this. We know how hard it can be to sift through your strategic options while building and running your business.



EVALUATE

your organization and current value in the marketplace



CALIBRATE

your tactics and path to optimize your strategic outcome



ACTIVATE

a clear, prioritized plan unique to your situation

Our Approach

AT THE ONSET OF THE PATH TO LIQUIDITY ENGAGEMENT

we clarify your key stakeholders' objectives, use benchmarking to understand your position in the market and identify vulnerabilities.

With a baseline assessment of your market opportunity, competitiveness, business operations and current value, we focus on your unique situation and overall goals to establish an optimized path specific to you.

HARBOR VIEW'S PATH TO LIQUIDITY PROGRAM is a 90-day engagement that gives you the tools you need to understand when to go to market and the steps to maximize value — now or in the future. We use the Path to Liquidity methodology and in-depth leadership interviews to ensure you are building a scalable business, identify gaps that may create obstacles in achieving the optimal valuation and provide a roadmap to make your goals a reality.

CLIENT WORDS:

"Our engagement with Harbor View Advisors has been invaluable. Through this process we have realized our business blind spots, made simple yet very impactful improvements to our operations and have set a target of when to go to market to achieve our highest valuation."

— Human Capital Mgmt. software company President

"I have been able to gain clarity and prioritize the things that will be most important to achieving the long-term goals I have always had for this business."

— Financial Tech services company CEO

"While not focused on an immediate exit strategy, we utilized this process to get a clearer picture of how our business is currently viewed by the market and what we need to do strategically to yield optimal long-term results."

— Technology company CEO



The Four Critical Tools

Your steps to the Path to Liquidity

01 Market Review**02** Scorecard**03** Valuation**04** Roadmap

Market Review

THE MARKET REVIEW, through the lens of a prospective buyer, uncovers opportunities for growth unique to your situation and company as well as threats to avoid. It highlights key industry trends, an overall industry outlook and a thorough competitive landscape review that includes positioning and go-to-market strategies for all your competitors.



Scorecard

THE SCORECARD provides you with a view of how your organization will be evaluated by potential buyers. It benchmarks your organization against peers using our established criteria to determine where you excel and where there are opportunities to improve. It helps to identify areas of operational inefficiency that can be addressed easily but provide a high return to the value of your business.



Valuation

THE VALUATION METHODOLOGY uses a combination of DCF modeling, transaction comparables and proprietary data points. We layer our in-depth knowledge of the industry and determine the potential impact of any vulnerabilities on your current valuation. We highlight the levers available to achieve your optimal value.



Roadmap

THE ROADMAP uses the market review scorecard and valuation to present your go-to-market strategy should you be in the right position to engage in a liquidity transaction now. If now is not the right time, the roadmap lays out the strategic plan to get you to your desired outcome in the future. It brings focus to the drivers of value for your specific company and prioritizes the levers you can move to get to your highest valuation.

FROM ROADMAP TO REALITY

ACCOUNTABILITY IS KEY TO ENSURING SUCCESS. After Path to Liquidity we can continue as your trusted advisor every step of the way to ensure your roadmap becomes a reality. We work with you, your management team and Board to launch, execute and track your progress in achieving your optimal outcome.

To learn more about how Path to Liquidity can help you maximize your investment, contact vision@hvadvisors.com

