

### Top-line Growth

Ready to extend your reach into untapped markets, or need to identify an acquisition candidate that compliments your existing products and/or services. When top-line growth is the ultimate goal, Advisors from Sylvan can guide you through developing an innovative Go-To-Market Strategy, engaging Channel Partners, and/or Commercializing embedded components of your business operation. Sylvan is experienced in performing Due Diligence on merger and acquisition candidates, as well as facilitating the development of strategic Joint Ventures.

#### Go-To-Market Strategy

Sales & Marketing has never been more important than it is today. Buyers are virtually inundated with choices; with access to a variety of information that is being served to them through multiple forms of media, by a plethora of Vendors. It has been proven that you have 11-seconds to capture the Buyer's attention, and earn the right to make a meaningful first impression. It has also been proven, that for any sale beyond a commoditized product, the Buyer will only purchase from you, after you have had 7-meaningful interactions.

What is your "elevator-pitch", and how compelling are your 7 touch-points?

#### Channel Partners

The traditional Channel model was designed to drive incremental sales volume, while sacrificing margin growth in exchange for revenue growth. This model is still viable if you are willing and able to make the trade of bottom-line for top-line. The newest instantiation of the Channel model provides the ability to port your products and/or services into new and untapped markets, affording the opportunity to move away from the "wholesale" model, and actually improve margins while increasing revenues.

Is your Channel driving new revenues, or cannibalizing your margins?

#### Commercialization

There are certain strategic investments, that you have made in specific components of your business, that are now viable to be spun-out and converted into a new revenue streams. More often than not, you do not appreciate this internal Intellectual Property as being something that can be monetized, because it is a ubiquitous feature of your business. But with the right view on the market needs and wants, there are certain assets that can be commercialized, without strengthening your competitors. By positioning and packaging your I.P. to be leveraged in markets that are outside your target market, you have the ability to drive incremental revenues from already sunk costs.

Have you made a significant investment in an asset that other companies would kill to have?

#### M&A Due Diligence

If due diligence feels like a retrospective exercise, you're doing it entirely wrong. There is a science to performing "book-value" due diligence, which is necessary, but it should not be confused with performing "strategic" due diligence. It is this forward-looking assessment, that is more "art" than "science", that provides you with an appreciation for how an acquisition can really be accretive to your existing business.

Does your due diligence team know where to look to get a real appreciation for the true value of the company?

#### Joint Ventures

Joint Ventures always seem to make sense upon inception, but are they really the best structure for driving profitable growth and a lucrative exit strategy. JVs are complicated entities that should not be approached lightly. The setup, management, and disposition of a Joint Venture must be handled with great care and finesse, in order to ensure that all of the stakeholders needs are being met. Over 54% of all Joint Ventures result in less than adequate returns, within the first 5-years of life.

Do you know the characteristics that differentiate a successful Joint Venture from one that is destined for failure?

#### Contact Information

Sylvan's Extension Services are managed by:

Gabe Kim  
Managing Partner  
+1.704.936.2714

#### About Sylvan Advisory

Formed in 2007, with its founding Partners coming from Big-5 consultancies, Sylvan Advisory represents a unique mix of buy-side and sell-side experiences, that is supported by deep industry, financial, and technical knowledge. With its headquarters in New York City, and satellite offices in Los Angeles, Atlanta, London, Amsterdam, and Singapore, coupled with a history of having conducted business in 43 countries, Sylvan is well-positioned as the premier global provider of value-creation services.