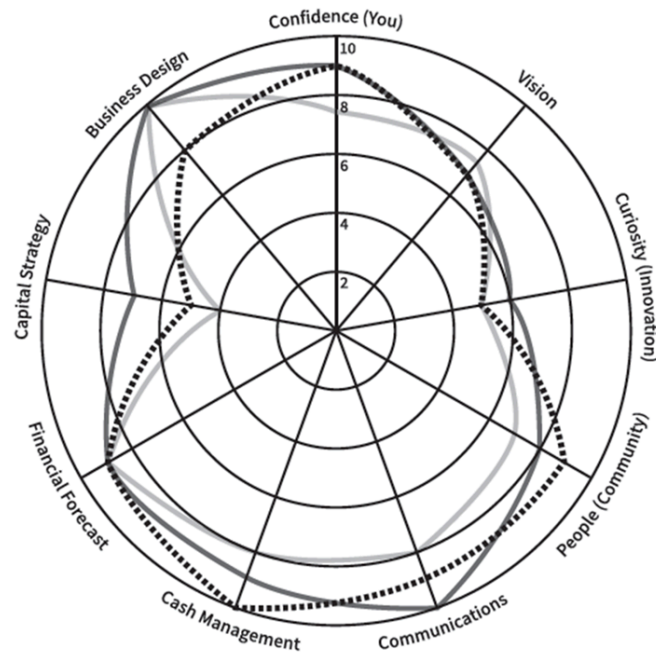


Building Lasting Value



Patrick E. Donohue, CFA
Patrick@BreakoutValuation.com



This visual provides a representation of focal points in realizing a Breakout Valuation. Breakout is about realizing value today because you understand the core value drivers. Revisit this web periodically to track your new rankings so you can visualize your growth and achievements with time. No founder has a perfect web, nor should they. The visualization helps you identify blind spots and focus on opportunities to grow value.

This tool can be a powerful resource for your executive leadership meetings to guide important work. The more complete the web, the better your odds of a Breakout Valuation.

You don't need to master all categories. Excelling at a few is all you need. Reflect on what categories best align with your magnetic vision and business goals. You can access this Breakout Valuation web at www.BreakoutValuation.com or use the QR code below

Connect on
LinkedIn



Breakout Valuation
Website



Copyright Hill Capital Corporation and Patrick E. Donohue

Building Lasting Value



Patrick E. Donohue, CFA

Patrick@BreakoutValuation.com

Questions of Essence

Mindset

- Do you frequently ask questions? Do they typically start with “how” and “what” and avoid “why”?
- Do you know your strengths and do you play to them?
- Does the road ahead have clarity or confusion?
- Is your mental and physical health supporting your confidence?
- Do you invest time in reflecting on the “right” questions to ask?

Design

- Does the company have proprietary know-how? Is it documented?
- Does the company integrate new innovations? Is innovation embedded in the culture?
- Does the company use operating systems and methodologies to make sure job roles are filled with the right people
- If a key employee were gone tomorrow, especially you, is the company prepared to quickly fill the position?
- Do you have a corporate development portfolio listing investors, lenders, investment bankers, bankers, influencers, and information on potential buyers of your business and potential acquisition targets for your business?
- Is the company seen by outsiders as unique and differentiated?
- Do you have long-term revenue and profitability targets for the business? Are they documented?
- Does the company have a robust and dynamic financial forecast? Is it updated monthly?
- Does the company understand how it will grow and optimize cash flows long term?
- Does the company have documentation on how it makes money that an outsider can easily understand?
- Does the company’s leadership team know how cash flows in the business (cash balances, what needs to happen for cash to come in, and what causes the use of cash)? Do they execute their jobs with key performance indicators that are tied to things that move cash?
- Do you have a documented list of plans for how the company will survive when the unexpected happens?

Vision

- Is it clear to you why you are an entrepreneur?
- Do you know what you want to achieve—personally and professionally? Is it documented?
- Do your stakeholders (family, shareholders, employees) know your vision?
- Do you have a sense of milestones to get you to your vision?
- Is the purpose of the company (mission, vision, values) understood by the team, shareholders, and outsiders?
- Is the company’s brand inclusive and purpose driven?

Connect on
LinkedIn



Breakout Valuation
Website



Copyright Hill Capital Corporation and Patrick E. Donohue