

Business Dominoes

Investment Readiness Program

Thinking of seeking investment, raising capital or just needing a fresh look on your business strategy? Then this programme is for you.

Financing growth and getting clarity around what's strategic for your business are key issues facing business owners who are growing.

Consistently investors complain companies approaching them are not investment ready.

Whether you are convincing a new investor, your bank or your life partner to mortgage the rest of the house; evaluating the investment proposition for your business is a skill that will improve your business performance, irrespective of whether you raise money or not.

Program Overview

Business Dominoes tackles the key strategic issues facing your business:

- Market Strategy
- Business Models
- Key Milestone Planning
- Financing Growth
- Finding investors & deals
- Pitching to Investors and other stakeholders

Using a combination of 4 one-day workshops and 4 one-on-one sessions held over a four week period.

This intensive program is designed to establish your specific situation and prepare your own roadmap forward.

What's different about this program?

Business People – not professional speakers but business people who have had hands on experience in growing and managing businesses.

Hands-On - no long boring power point sessions – plenty of hands on working on your business – immediately applying learnt techniques on your business.

Honest and Frank Feedback – facilitators that are skilled at challenging you on your strategy and investment case to help you and your business succeed.

Trial Pitch - The programme concludes with a trial pitch from seasoned investors and business financiers.

All attendee's leave with a new perspective on their business strategy and investment plan. Typical comments from program alumni:

"A massive contribution to myself and my business. We have made a radical change in our business strategy as a result"

"More value than we have gained from the big accounting firms on the same topic"

"I now know what my business is worth and who might want to invest/buy it. I'm now building my business with them in mind"

"Business isn't complex when you know what you are doing, Business Dominoes demystified many of the investment secrets"

Investment

\$4,995.00 + GST

This Programme has qualified for the NZTE Capability Development Voucher Scheme. We will verify your voucher with the issuing Regional Partner before confirming your booking. This can provide you a \$2500 discount.

Location

Viaduct Harbour, Auckland

Timing

Mentoring Sessions - (1 hour)

Wednesday 21st March
Wednesday 28th March
Wednesday 4th April
Wednesday 18th April

Workshops - Weekly (all day)

Monday 26th March
Monday 2nd April
Monday 16th April
Monday 23rd April

Attendees

Intakes are limited to a maximum of 10 businesses, who have growth potential and existing revenue of \$1M+ or 6+ employees.

To maximise impact of the programme it is recommended that all key players in your business attend.

Reserve your seat now!

Email debbie@humphreyassoc.co.nz or Mark@growthmanagement.co.nz

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Building a Valuable Asset

Business Ownership

The tireless hours, relentless issues and tricky customers; do you ever ask yourself “why do I own my business?” For many when we were embarking on a new business we completely underestimated what’s involved and the related stress and challenges to our family and lifestyle.

We do it often because we are passionate about our industry and determined to see success from our investment. But where does it end?

In a study of business ownership, the typical entrepreneur compared to an employed equivalent:

- Earns less money
- Worse benefits
- Works more hours
- Has more stress

(S. Shane, The Illusions of Entrepreneurship)

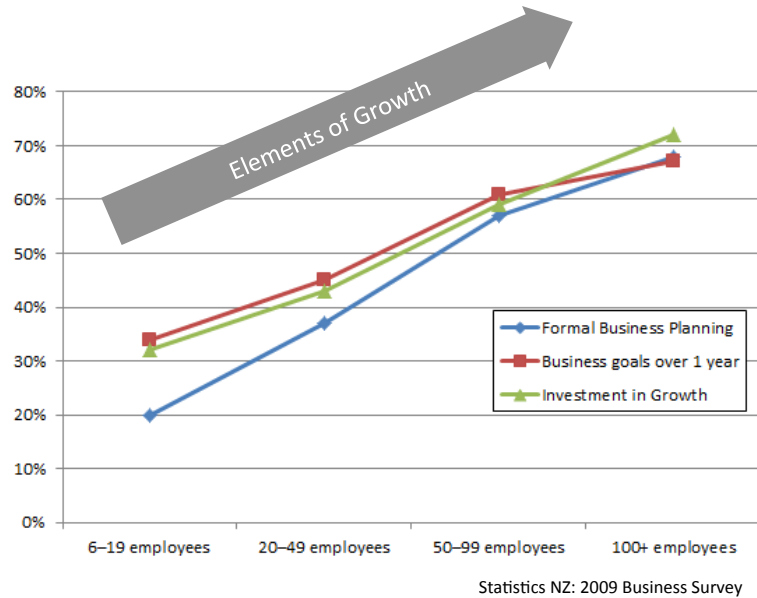
You are the first investor

As the first investor in your business it is critical that you understand what is your purpose and end goal for business ownership.

For many business owners it is the best way to gain and income whilst also building an asset they can ‘cash out’ of.

According to Boston Consulting Group in their Global Wealth Survey, there are 7,000 households in New Zealand who have net wealth of over \$1m.

According to Smart Money Magazine in a similar study in the US 80% of millionaires are entrepreneurs who have started their own businesses and then **sold** them.



Attractive Businesses

As shown by the chart from Statistics New Zealand, companies that show growth potential have three key business strengths:

1. **Goals** that extend beyond one year
2. **A formal planning** process to identify how to achieve these goals
3. **Investment** in growth initiatives such as research & development, entering new markets, acquiring other companies or plant & equipment

Embarking on new initiatives often requires businesses to change the way they go about doing business.

Moving away from working in your business to working on your business is often touted, but how do you make that transition.

Attracting an investor

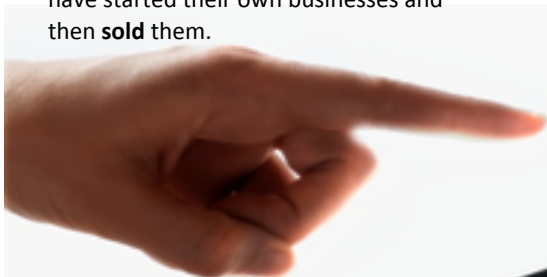
Perhaps the single most important event of your business ownership career will involve attracting an investor.

Many businesses are owned by Baby Boomers who are now looking to retire. With increased competition and global recession finding an investor/buyer is harder than ever before. You need to make sure your business stands out.

Whether for growth capital or to sell your business, this is not the type of activity you do every day. Like selling your house these transactions create your wealth and you often need to spruce up the paintwork and ensure that all the paperwork is in order.

The Business Dominoes program is designed to help you get an investors opinion of your business and prepare for the investor attraction process.

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A Different Way of Working

The Business Dominoes

Before you can introduce someone new to your business you need to have clarity for yourself on the key Business Dominoes (see Figure 1) that you need to line up to attract an investor.

This program is designed to walk you through a series of tools and techniques to ask yourself the Business Dominoes questions and assist you to make the necessary decisions so that you can articulate them to others in a Pitch or Deal Making situation.

This is not a training program

Designed by business professional's who have all been where you are today. You will know your business really well but we all need help to get into the helicopter and see our business in the context of all other investment options.

This is an intensive program that provides you with the skills and guidance to select the direction for your business yourself. It's practical, hands-on and aims to help you address the big questions that you will need to make to create the true potential of your business.

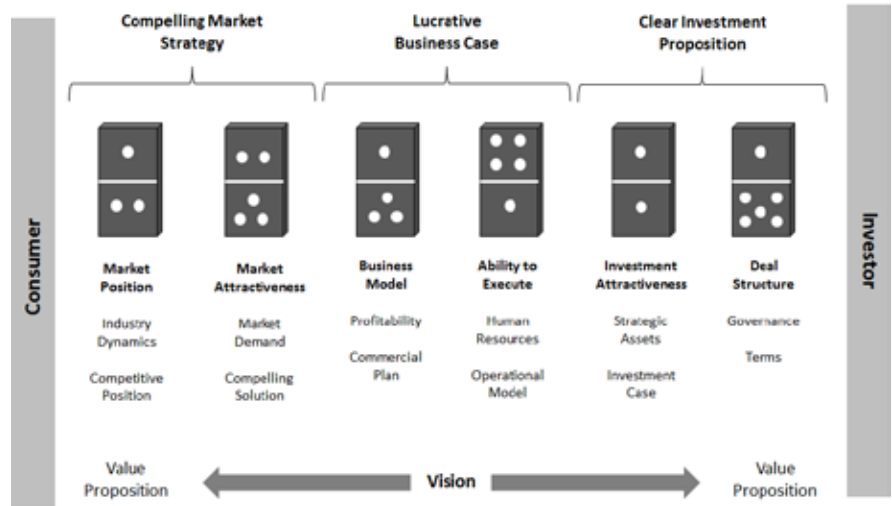


Figure 1: Business Dominoes

There are two key parts to the Business Dominoes program:

1. Business Workshops

A step-by-step process that when finished, you will have your own business plan including:

Compelling Market Strategy – a clear understanding of your competitive market position and how to drive higher sales

Lucrative Business Case – a map of your business operations and how to improve profitability

Clear Investment Proposition – tools to aid you in structuring your business to attract finance, investment or acquisition

Pitching & Deal Making– putting the work into action, including pitching to an independent investor panel.

2. Mentoring

Four one-on-one meetings with the facilitator to maximise the program by ensuring:

- Comprehension – you've come to grips with all the terms and tools
- Application – work through how you've applied these to your company
- Issue resolution – to be a sounding board to resolve any issues that have occurred

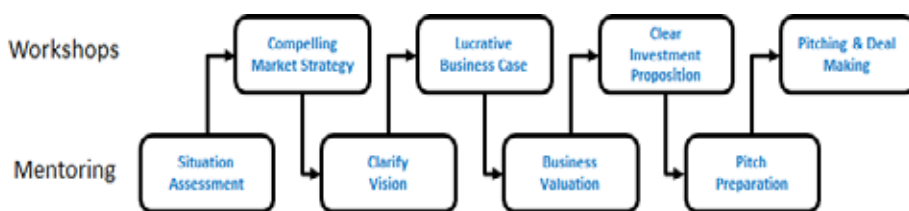


Figure 2: Business Dominoes Program

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