

# The North Ridge Partners Deal Accelerator.

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Accelerate to transaction-ready,  
in as little as two days.



# The Deal Accelerator

North Ridge Partners has created a tailor-made process to prepare your company for its fund raising or sale quickly and inexpensively: the Deal Accelerator.

We've done this for a single purpose - to help founders to maximise the value of their technology companies when it counts most.



# Are You Transaction-Ready?

Technology companies are often so focused on their own growth that they don't have the bandwidth to prepare well for a funding round or exit. We call this "the Founder's Dilemma" - you spend years building your company for success, so why not spend a little of that time optimising your business for a successful outcome?

The experts are 100% clear - prior preparation maximises opportunity and value. Here's what they say:

**McKinsey:** "...a poorly planned or executed exit can turn a good deal into a mediocre one...successful sellers execute a readiness scan of the company and the exit environment 18 months prior to the anticipated exit and refresh it a year later".

**Inc.com:** "...preparation is critical if you want to secure a higher price for your company".

**Silicon Valley Bank:** "the common refrain for executing a successful exit is: build a successful business, create an exit strategy and identify potential acquirers early on and then stay in touch".

**North Ridge Partners:** "we have been building, funding and exiting tech companies for decades. Throughout the investment cycle we constantly prepare them for fund raising and exit. Our success rate is high with investors and strategic acquirers with whom we've built trust well ahead of a transaction occurring".

In response to the Founder's Dilemma, we've launched the **Deal Accelerator**.

# How The Deal Accelerator Works

Our goal is to get your company “transaction-ready” as quickly and efficiently as possible.

The Deal Accelerator starts with an online diagnostic that scores your company’s transaction-readiness out of 100, highlighting its strengths and areas to focus on. The expert teams in our Sydney and Singapore Accelerators then run a two-day workshop with your key stakeholders, using a series of agile “sprints”, to prepare and optimise you for a fund raising or sale transaction.

This process requires some preparation beforehand, and typically generates a work plan to be completed before you launch a transaction. The sprints focus on the alignment of your key stakeholders, your company’s strategic positioning and operational strength, value drivers and valuation, your understanding of how a transaction works, governance and reporting of key information, and your marketing collateral and presentation skills.

Because we look at these issues through the lens of an investor, we often bring a completely fresh perspective to the table. We identify gaps, provide solutions and accentuate your company’s value proposition to increase the likelihood of achieving a successful fund raising or M&A outcome. If you aren’t ready, or we think you won’t maximise value, we will tell you, and we will advise on what you can do to improve your position.

# Deal Accelerator Flow Chart

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# The Sprints:

Sprint 1:

## **Stakeholder Alignment**

It's hard to get a deal done if you don't have internal alignment on what you are trying to achieve! This sprint determines and aligns the objectives of key stakeholders including founders, key employees, the board, and major shareholders.

Sprint 2:

## **Strategy and Operations**

This sprint reviews your company's strategy and operations, highlighting the opportunities for improvement in the context of a fund raising or sale. Our goal is to shine a light on the areas to address before launching a transaction, and the strengths to focus on to achieve a great outcome.



Sprint 3:

## Modelling and Valuation

You'll need to understand your company's value drivers and its potential value before you transact. Your forecasts will need to reflect your historical financial performance, operating drivers, market trends, key go-forward assumptions and risks and opportunities. The goal is to create consistent expectations across stakeholders, and gain the confidence of new investors. This will require some modelling work after the sprint is complete.

Sprint 4:

## Transaction Process

Our experience is that fewer than 10% of companies are transaction-ready! In this sprint we dissect how a deal works, how investment funds and corporate buyers behave, what you should expect from them, and what will be expected of you before, during and after the deal.

Sprint 5:

## Governance and Reporting

Information is power! This sprint focuses on assessing your governance framework and due diligence readiness, and the tools you can leverage to run an efficient transaction. Most companies begin actioning appropriate governance procedures and setting up due diligence data rooms after concluding this sprint.

Sprint 6:

## Collateral and Marketing

After tuning up your transaction-readiness, you'll need to present first-class presentation materials to your investor and buyer universe. Nothing short of impeccable content and presentation skills will be required for you are to maximise your outcome. We'll guide you in the right direction.

# The Fine Print

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## LOCATION

The North Ridge Partners Accelerators are located in Singapore and Sydney. We can also travel to you.

## CHARGES

There is a nominal charge for attending the Deal Accelerator, plus pre-agreed cost recovery. We will rebate our fee if you engage us to run a successful transaction process.

## PREPARATORY WORK

Companies going through the Deal Accelerator are expected to prepare for the sprints ahead of time. Your company is more likely to benefit from the accelerator if it is prepared!

## UPON COMPLETION

Our goal is for every client that completes the Deal Accelerator to quickly launch its funding or exit transaction on the best possible terms.

We will teach you the short-cuts that we have learned from many years of doing deals. By the end of day two, you will know exactly what needs to be done to get transaction-ready and to maximise your chances of success.

Our framework will show you how to optimise your business for a transaction, and will tell you what to expect - but we can't work miracles!

Around 10% of companies completing the Accelerator need to do relatively little additional work before launching a transaction. The remaining 90% tend to start work immediately on key focus areas such as governance, financial modeling, data room and presentations.

## MANAGING YOUR DEAL

If you enjoy working with us, we expect that you will give North Ridge Partners a first right of refusal to manage your transaction.

## CONFIDENTIALITY

We will treat information on your company in strictest confidence. Course materials and outputs provided to you are confidential to North Ridge Partners.



# About North Ridge Partners

We're a specialist technology investment bank, working across the Asia Pacific to achieve transformational outcomes for our clients, through:

- Accelerating their readiness to raise capital and exit
- Raising third party funding
- Managing M&A processes
- Direct investments

Founded in 2003, we are experienced deal-makers who have built, run and sold numerous technology companies. Our role is to help you avoid the pitfalls that we have experienced on our journey, and to benefit from the things we have got right.

We operate on the same agile principles that our clients use to build their businesses.

Located in Singapore and Sydney, we will shortly launch in San Francisco, and have a global network of like-minded partners.

Our clients are founders, boards, investors and major stakeholders with one thing in common: they want a partner who understands what it is like to be standing in their shoes.

The value of the company  
is in your hands. Ask **North  
Ridge Partners** about

# **The Deal Accelerator**

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