



360°**PROFIT** **MASTERS**[™]



CAPITAL
~
STRATEGY
~
OPTIMIZATION

FOR BUSINESS OWNERS

www.360profitmasters.com

About 360° Profit Masters™



Capital ~ Strategy ~ Optimization

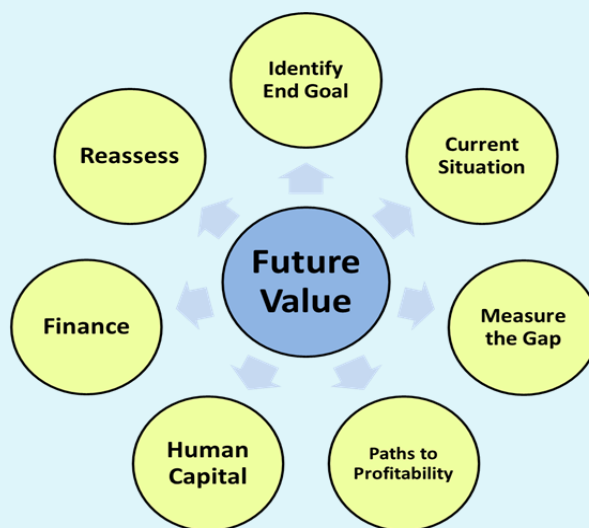
Whether your business is seeking capital, profitability enhancement, an exit strategy or a complete turn-around, 360 PROFIT Masters™ can move your business to the next level by positioning you to acquire capital, improve long-term profitability and succeed in reaching your end goal.

We help CEOs and CFOs grow their business by empowering them to:

- Clearly define their destination
- Optimize profitability
- Maximize resources
- Better manage their credit relationships
- Create the “roadmap” to stay on track to assure long term success

• **Our Services can include:**

- Raising capital
- Debt restructuring
- Operational and financial turn-around
- Exit strategy planning
- Business valuations
- Profit improvement
- Cash flow planning
- Performance review
- Risk management
- Investment analysis
- Merger & Acquisition guidance



360° Profit Masters™ Financial Flight Plan



Our structured business process is at the core of **360° Profit Masters™s** unique advisory methodology and is a powerful process that facilitates the correct action. We tailor the Financial 360° process to fit the needs of your organization, thereby creating a cost effective project plan for delivery. We teach empowerment, in lieu of traditional consulting, to facilitate independent thinking.

OUR 7 STEP PROCESS Can Include the Following:

Step 1 ~ Begin with the End in Mind

Failure to identify and clarify goals upfront often results in wasted efforts and “short term” choices that are misaligned. We facilitate clarifying your vision and advise on appropriate tactical execution strategies, identifying the internal and external resources required to achieve the milestones and goals in the relevant time frame.

Step 2 ~ Diagnostic Assessment of the Current Situation

The success of implementing change to achieve long-term plans is dependent on recognizing and understanding the true current financial health of the business.

Diagnosics Package:

- Financial Health Report: Historical and current Cash Flow, Profitability, & Capital Requirements for the next 12 months
- Custom Cash Flow Forecast Report
- Gross Profit Analysis (including Breakeven)
- Annual Budget (based on client’s plan of action)
- Job costing : Analysis, Breakdown, and Multipliers used as innovative tools to ensure profitability on every job
- Credit file review (Experian personal and business)
- Recommendations and Proposal for Optimization Services

The resulting deliverables and process provides a clear understanding of the current financial reality and identifies strengths, weaknesses, threats and opportunities of the company.

360° Profit Masters™

Financial Flight Plan



Step 3 ~ Measure the Gap

We establish the milestones required to move the company from its existing financial status to reach the milestones and examine if the existing business model is realistically aligned with the defined goals. This brings clarity by unveiling the reality gap, if any, and what goals are realistic.

Step 4 ~ Identify and Define the Paths to Profitability

Many companies have traditional procedures, processes and business models based on the way companies have operated for decades. The “Great Reset” of our market requires redefining how companies operate to meet the demands in today’s economy.

Business Model Innovation can include:

- Change Management processes
- Client Profile and Profitability Modeling
- Client Risk and Service Modeling
- Evaluate and define Profit Points
- Organizational model changes required (includes marketing and sales processes)
- Implementation time lines with milestones and success factors
- Production of a detailed dashboard and monitoring system to chart and stay on course
- Internal and external resources identified for implementation
- Realistic time scales to achieve your goals are established

Step 5 ~ Human Capital

We establish a future-based communication plan to obtain buy-in from stakeholders, including:

- Overcoming personnel “skills gaps”
- Build shareholder value
- Explain the issues to senior managers for understanding
- System customization
- Evaluation of new work load for line managers
- Communicate benefits to managers, employees and stakeholders
- Tactical Execution Mapping and Accountability Procedures

360° Profit Masters™ Financial Flight Plan



Step 6 ~ Finance: Raising and Monitoring Capital

- Prepare a Financial Strategy to determine the capital needs of the company
- Establish strong relationships with funders and seek their support
- Prepare for each business unit short, medium, and long term cash forecasts
- Squeeze working capital

We work with external stake holders by...

- Presenting business capital request and plans to creditors
- Providing creditors with high quality information required for compliance
- Providing creditors with comprehensive loan requests
- Sourcing potential new investors
- Advising about best practices to spin off loss maker businesses
- And sell unused or unusable assets

Step 7 ~ Continual Reassessment and Improvement

Monthly Goals are established and monitored to ensure the implementation of:

- Objectives
- Measures
- Targets
- Initiatives
- Resources required

Pricing

Every project is different. Recommendations, pricing, and service level is customized based on the company's preferred level of engagement. Our fees are always included in the budget so you have no surprises.

CONTACT US:

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About Us



Stan Moore –Partner

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Stan Moore brings over 18 years of combined business experience as a CPA, Chief Financial Officer, and Commercial Banker to small and mid-sized companies. He has worked for small, medium, and large banks in the south for twelve years where he managed client relationships with loans from \$500,000 to \$25,000,000 as a commercial lender.

His firm advises clients on how to focus on their “Continued Profitability Enhancement” by providing financial, tax, and related advisory services including raising debt capital, operational and financial turn-around, investment analysis, M&A advice, accounting system re-engineering, forecasting, strategic, and exit strategy planning.

As a former veteran commercial lender, Stan is considered an expert by industry peers in the commercial finance industry. His unique experience, coaching talents and passion for his clients’ success make him an excellent choice as a trusted advisor and problem solver.

Susan Hasty - Partner

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With over 20 years of experience in entrepreneurship and finance, Susan Hasty is considered an invaluable resource and trusted advisor to business owners seeking to take their business to the next level by advising and preparing them for the funding process and securing the resources they need to successfully raise business capital.

By delivering a strategic, step-by-step process of guidance in growing and thriving in the new financial environment, Susan challenges and empowers business owners to clearly envision, plan and reach their ideal "end goal" position. Her unique ability to incorporate marketing, business models, finance, and human capital allows her clients to achieve success throughout their entire organization.

Phillip R. Greene – Advisor

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Phil Greene, an active Certified Public Accountant in North Carolina, is a seasoned business executive and entrepreneur with 30 years professional experience, possessing strong management skills and multi-industry project management expertise. His career began in public accounting as an auditor and later held positions of Assistant Controller, Controller, Chief Financial Officer, and Chief Executive Officer with various companies from small to publicly-owned businesses.