

FINANCIAL POISE WEBINAR SERIES **BUSINESS ADVICE – FROM START UP TO SALE 2016**

SERIES OVERVIEW

Great companies fail for lots of reasons that have nothing to do with the product or service they are selling. Turning an idea into a business is hard, often because the creative entrepreneur with the great idea does not have the same level of skill, training, experience, and passion in the other critical areas required to make a product into a successful company.

These areas include knowing how to attract and retain people, understanding accounting and finance, and being able to negotiate various contracts - including potentially a contract to buy a competitor or, ultimately, to even sell the business. This Financial Poise webinar series covers some of these topics, as always, in plain English. As with all Financial Poise webinars, each episode in the series is designed to be viewed independently of the other episodes, and listeners will enhance their knowledge of this area whether they attend one, some, or all of the programs.

EPISODE SUMMARIES

EPISODE #1

Starting A Business

February 10, 2016, 2pm CST

There are many decisions to be made when a business is started, from the corporate formalities (LLC, Partnership, S Corp, C Corp, Non-Profit) to protecting turf and keeping the copycats away. Hiring and incentivizing employees, utilizing confidentiality agreements, sharing ownership (and getting it back), handling adversity, and borrowing money (friends and family, angel investors, secured lenders) are

among the issues that commonly need to be addressed. This webinar provides a basic overview of things to be aware of and consider, and shares some best practices with regard to them.

EPISODE #2

Negotiating a Commercial Lease

March 9, 2016, 2pm CST

There comes a time when the business needs to move from the kitchen or garage into a larger space that is either more production or customer friendly. This is frequently one of the larger financial commitments the start-up will make, and it can either support growth or threaten financial survival. How much space do you need? Do you sublet? Personal guarantees are commonly requested but can you limit your exposure? Is it better to lease more space than you need for growth, or do you want to minimize expenses so you can live to the next payroll? This Financial Poise webinar discusses things to consider when executing contracts, and provide some helpful tips.

EPISODE #3

Roadmap to Selling Your Business

April 13, 2016, 2pm CST

Selling your business isn't like selling your car. A value maximizing process takes months of planning before you seek buyers, and a well prepared set of documents help to entice buyers. Planning includes seeking to optimally present the opportunity: are there key customers you want to put into long term contracts? Are there expenses you can eliminate to increase EBITDA and Free Cash Flow? Do you want to extend a contract or lease to provide stability or do you want to allow the buyer flexibility to merge operations and achieve synergies? Is your likely buyer a financial or strategic party? How does understanding your company and your buyer help you to position the opportunity and compile the diligence information? Do you need a business broker, an investment banker, or just a lawyer? This Financial Poise webinar helps you to anticipate the opportunities and pitfalls.

EPISODE #4

Roadmap to Buying a (Competing) Business

May 11, 2016, 2pm CST

You have identified an opportunity to acquire a business or product offering, and are excited about the prospect of taking over operations (and perhaps merging the company with your existing company). You have done some research, reviewed the 2 page "teaser" summary and think the price makes



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sense. What are the steps you need to complete to both evaluate the opportunity and determine how the company will perform if you buy it? Are there key employees, relationships, or customers you must make sure stay in place? How do you negotiate price? What will your transition plan be to fold the new business into yours? This Financial Poise webinar gives you some real world tips of things to consider and evaluate before considering the purchase of another business.