



# Your Deal Has Closed... Now What ?

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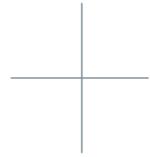
The greatest risk to your  
investment is on Day 1 ?

Don't Close until you are  
Ready to..

Protect & Build

# Protect & Build – 3 Keys to Success

Establish  
Clear  
Leader



Build  
Bridges



Run  
Proven  
Playbook

# Establish Clear Leader

“Give me the ball...”

Great leaders want the ball  
& deliver under pressure

# Establish Clear Leader: who will be your QB?

Deal Closed



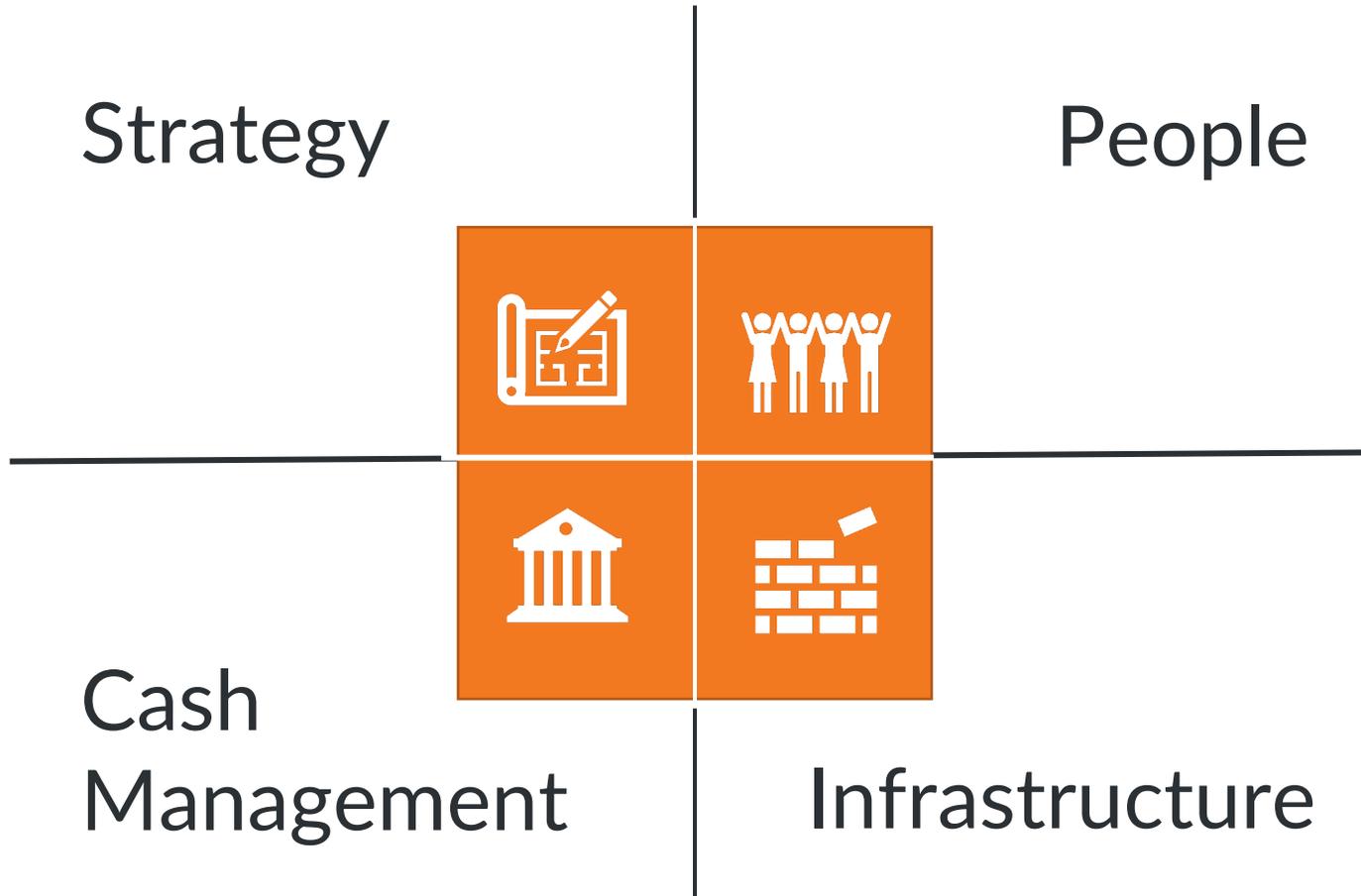
5 Years Later



# Build Bridges



# Proven Playbook: align on **Four Fundamentals**



Protect & Build



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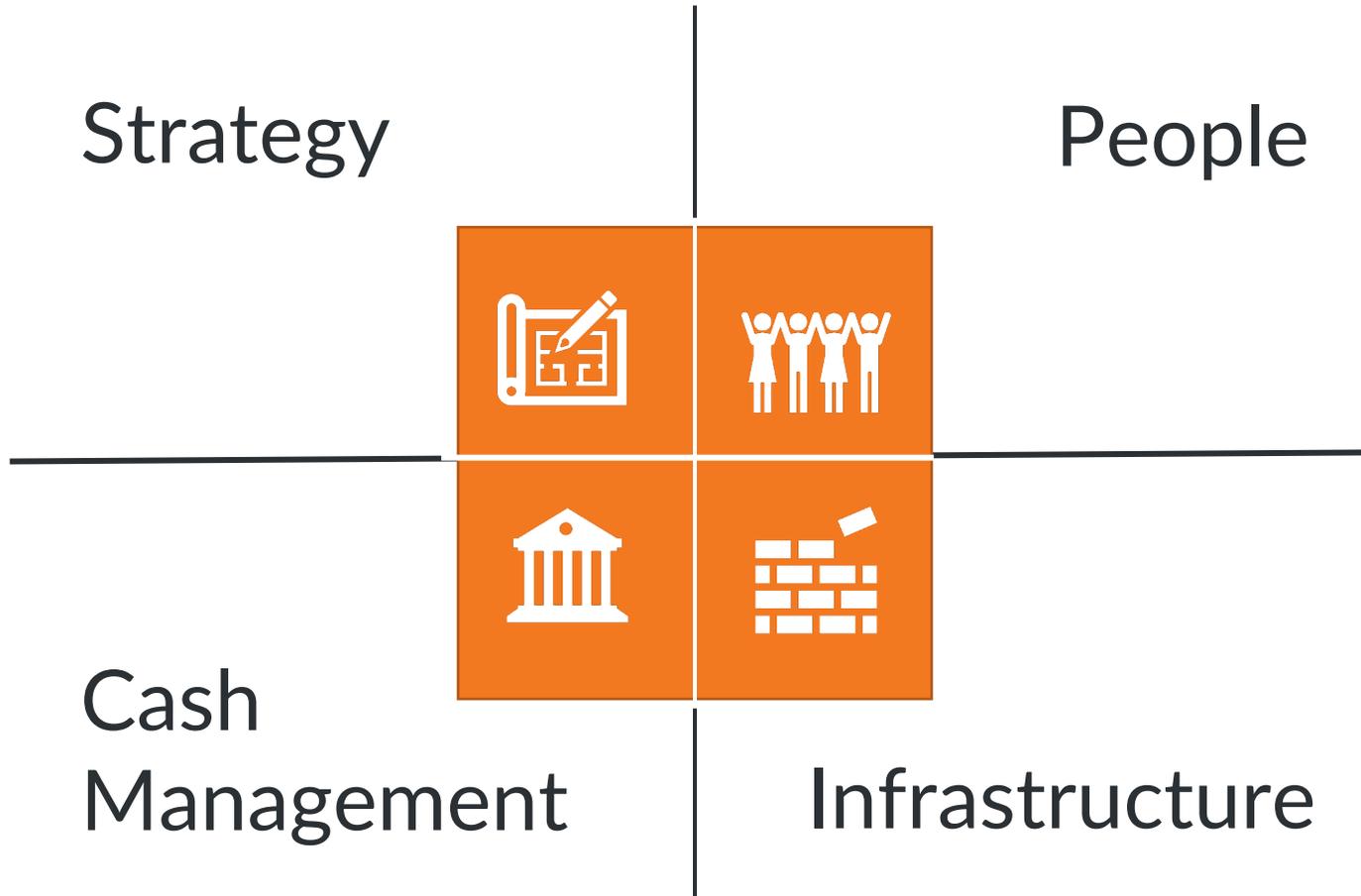
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**Let's  
connect.**

# Proven Playbook

# Proven Playbook: align on **Four Fundamentals**





# Strategy

Establish a **clear destination** and build a **roadmap** to get there.



## *Leverage work already done*

- CIM & Investment Thesis
- Due Diligence
- QofE

## *Roadmap = business plan*

- Define the Playing Field: Product Market Fit
- Build Playbooks
  - ✓ Go-to-Market Strategy
  - ✓ Key Initiatives by Year
  - ✓ Required Resources Identified
    - People
    - Cash / capital
    - Infrastructure
- Validate Financial Model



# People

Protect & position the **team** for success.



- Optimize Team
- Implement Compensation Plans
- Install Scoreboard (KPIs)
- Establish Cadence of Communication
- Foster Culture of Engagement

*Get it right the first time*

- 1st Payroll must be right
- Benefits & HR support in place



# Cash Management

Lockdown **cash & cash allocation.**



- Build 13-Week Cash Forecast Model
- Launch Budget & Forecasting Models
- Optimize Banking & Treasury Management
- Develop High-Trust Relationships with Capital Sources
- Establish Debt Compliance Monitoring & Covenant Forecasting

## *Cash is King*

- Obtain Proper Cash Cutoff
- Calculate NWC Adjustment & True-Up



# Infrastructure

Build and strengthen infrastructure **to scale.**



## *Blocking & Tackling*

- Internal Controls
- Audit Readiness
- Tax Compliance

- Design & Implement High-integrity ERP / Business Systems
- Lockdown Financial Operations
  - Month-end close in 5 days or less
  - Build Financial Reporting Package
- Develop Risk Management Plan & Secure Coverages
- Implement Cybersecurity Protection & Response Plan