

# The M&A Multiplier Playbook

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24 DRIVERS TO BOOST VALUATION 2X-12X  
IN 6 MONTHS OR LESS

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ZERO LIMITS VENTURES

**Make sure you watch the  
webinar...**

# 4 Key Principles

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# #1 Risk / Value Equation

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Higher the Risk of Ownership = Lower the Value

Anything the business owner can  
do to reduce risk, increases value

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# #2 Valuation vs Trans Value

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“Valuation” Does Not Equal Transaction Value

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# #3 Sold Not Bought

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Each business at any time has multiple potential buyers. The value they associate with your business is related to the increase in value of their business by owning your business

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# #4 Exit Strategy

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An Exit Strategy is NOT about the Exit...  
It's about the Strategy



# Why Should You Listen to Me?



# Over 400 Deals 40 Years of Experience





# About Steve Little

**Steve Little is an acclaimed serial entrepreneur, investor, philanthropist, and mergers and acquisitions expert well known for generating accelerated value growth and extraordinarily high acquisition value multiples for his companies and clients.**

He sold his first company at age 15 for nearly \$250,000 and never looked back. Steve has founded and scaled 6 successful startups of his own to private 9-figure acquisitions and has assured his many clients explosive value growth, highly lucrative acquisitions often at 10X-20X multiples, and impressive IRR as founder and managing director of Zero Limits Ventures.

At Zero Limits Ventures, Steve spots unique opportunities for valuation growth where others don't – whether triple bottom line social impact models, customer engagement strategies, or other strategies beyond revenue and earnings growth. Steve has also raised more than \$1.6B in startup and growth funding for a multitude of businesses in a broad range of industries. He led the buy-side M&A team for a major technology innovator, acquiring and successfully integrating 9 companies in less than 12 months.

Known as the “The Activator”, Steve has personally taught, coached and mentored hundreds of business owners, corporate executives and entrepreneurs, helping his clients overcome the myriad of complex challenges to develop breakthrough strategies for peak individual and team performance, rapid scaling, and conscious leadership to generate truly legendary impact and astounding financial returns.

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# 24 Value Drivers

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Our first step in working together is to generate a “Value Driver” assessment that gives you a step-by-step, prioritized roadmap of how to increase the value of your business for a “right fit” buyer that we find for you. What follows is an overview and description of each value driver.

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# 24 Value Drivers

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1

# Company Overview

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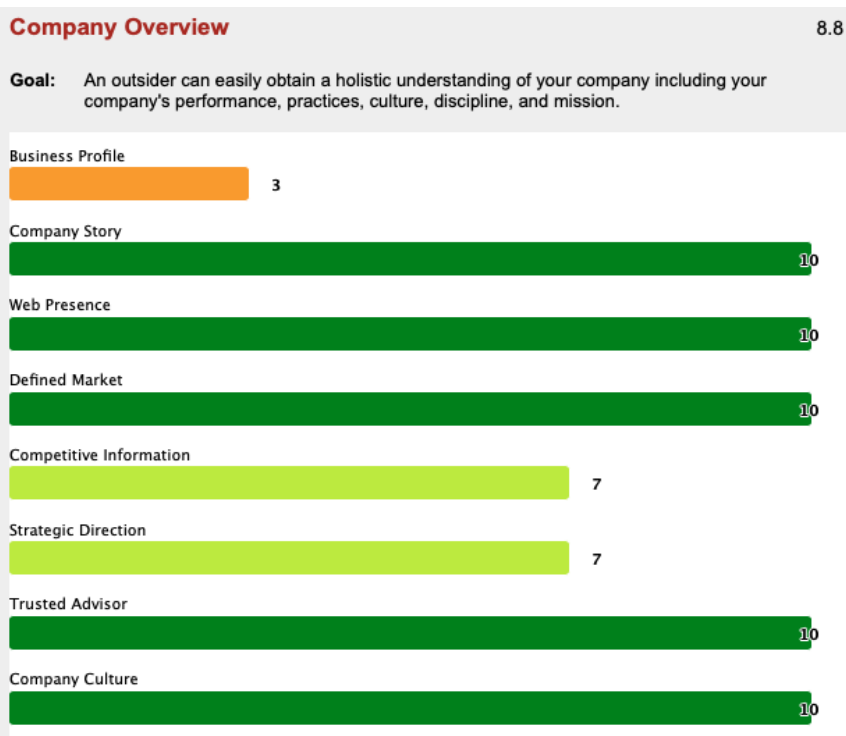
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1

Can an outsider easily obtain a holistic understanding of your business, including its **performance, practices, culture, discipline and mission?**

# Example from real report



2

# Financial Matters

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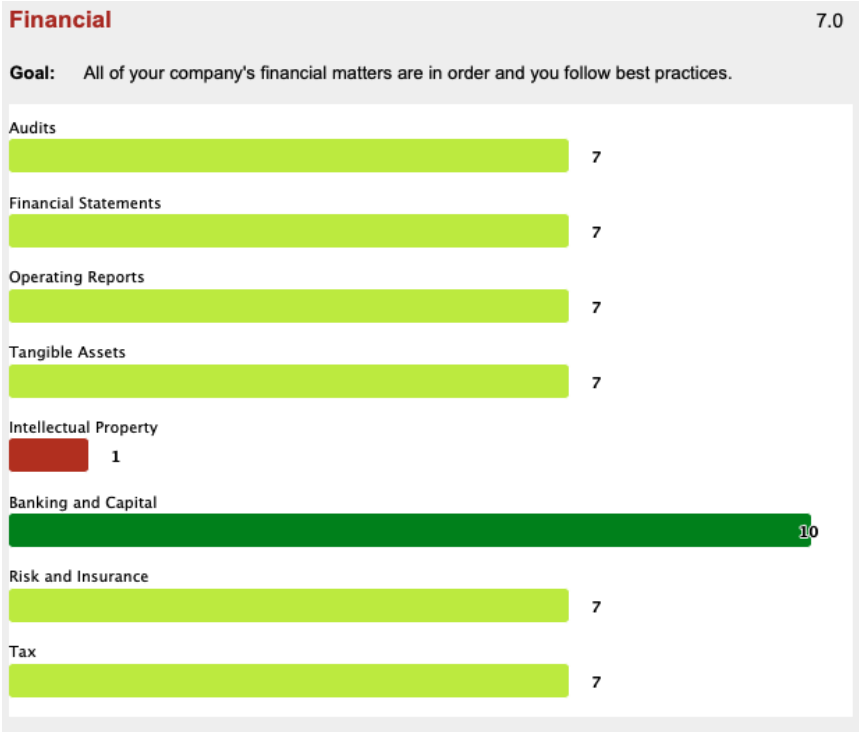
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2

Are all of your company's  
**financial matters in order**, and  
do you follow best practices?

# Example from real report



3

# Sales and Marketing

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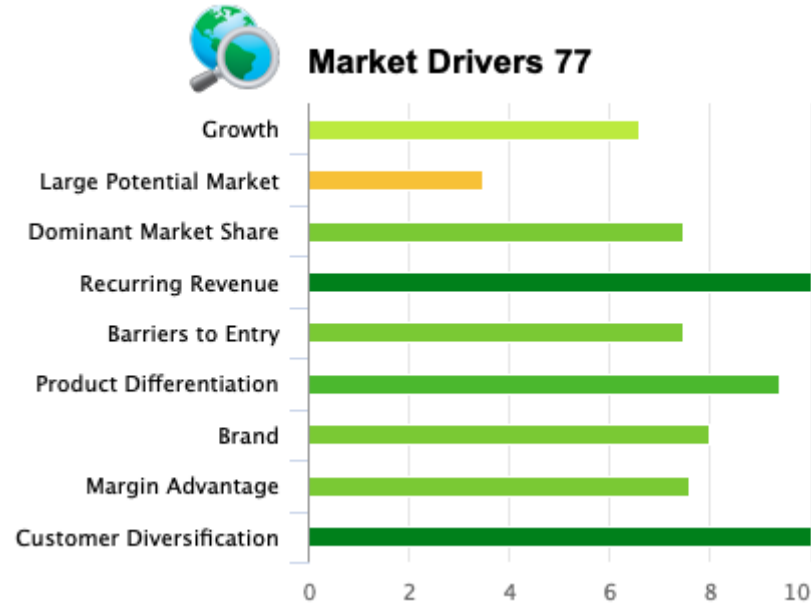
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3

Can your business **produce revenue** in a **proven, systematic way**, ensuring the business is sustainable and not simply based on the efforts of individuals within the business today?

# Example from real report



4

# Operations

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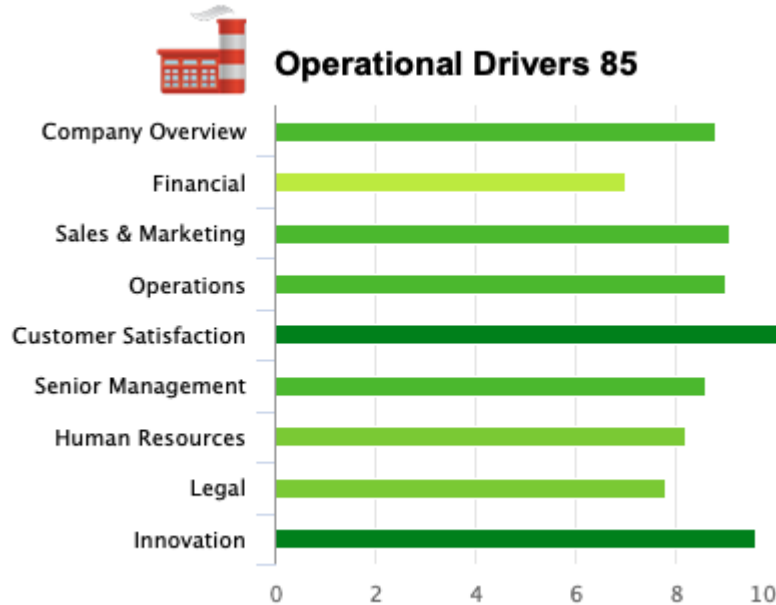
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4

Does your business **deliver on the sales promises** made to the marketplace in a **systematic, process-driven** manner?

# Example from real report





5

# Customer Satisfaction

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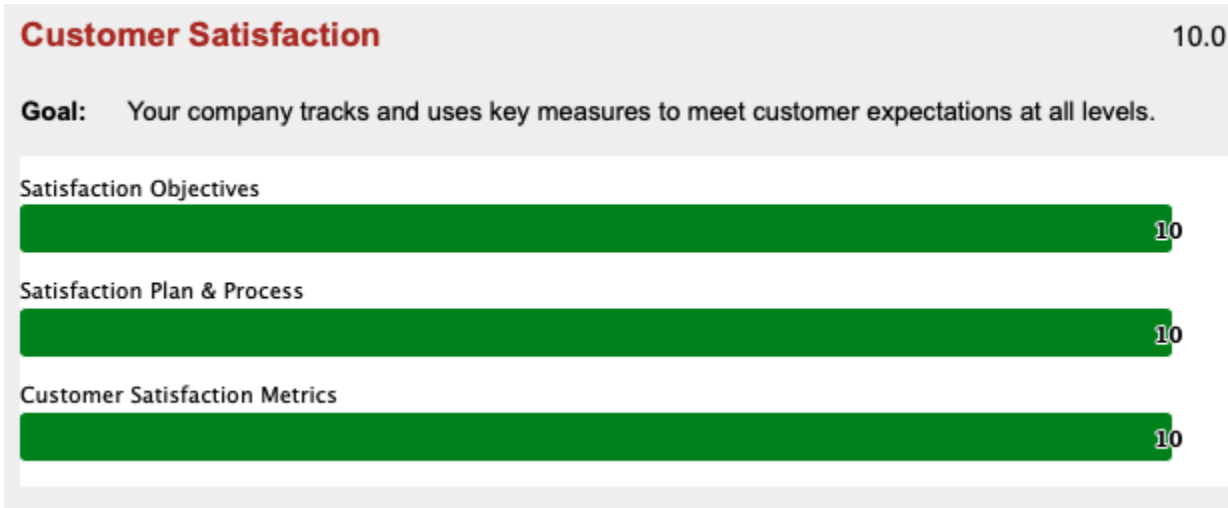
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5

Does your business track and  
use key measures to **meet  
customer expectations  
at all levels?**

# Example from real report



6

# Senior Management

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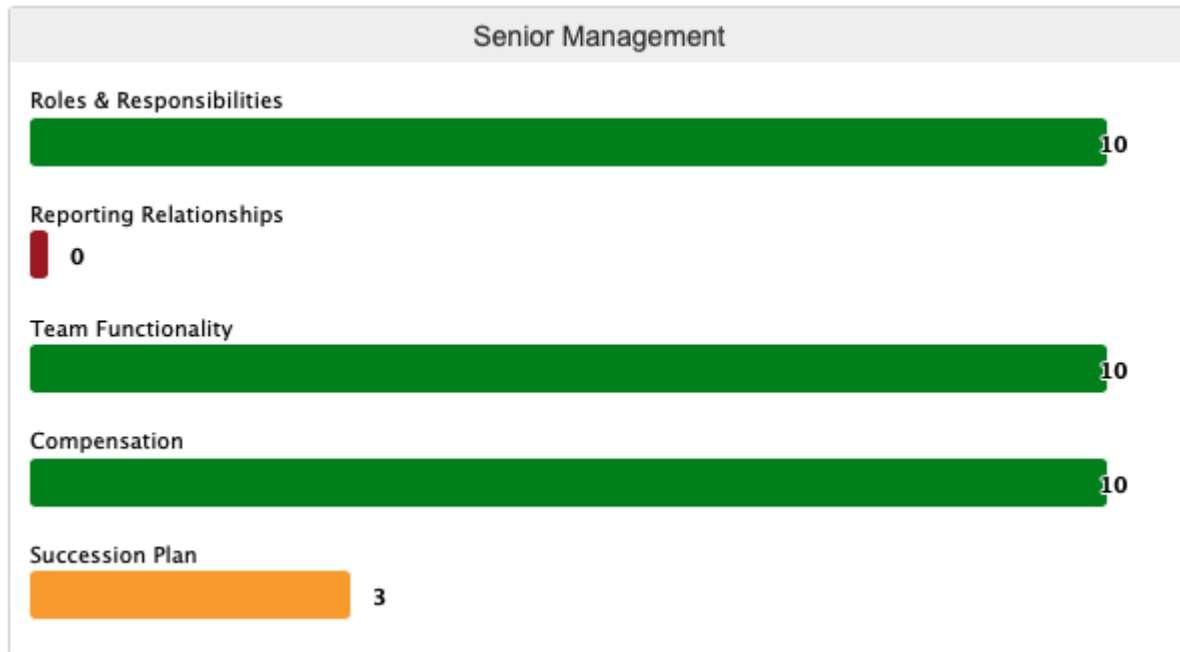
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6

Does your business have a **leadership team/individual** in place to realize the business' vision and mission while helping the owner achieve his/her objectives?

# Example from real report





# Human Resources

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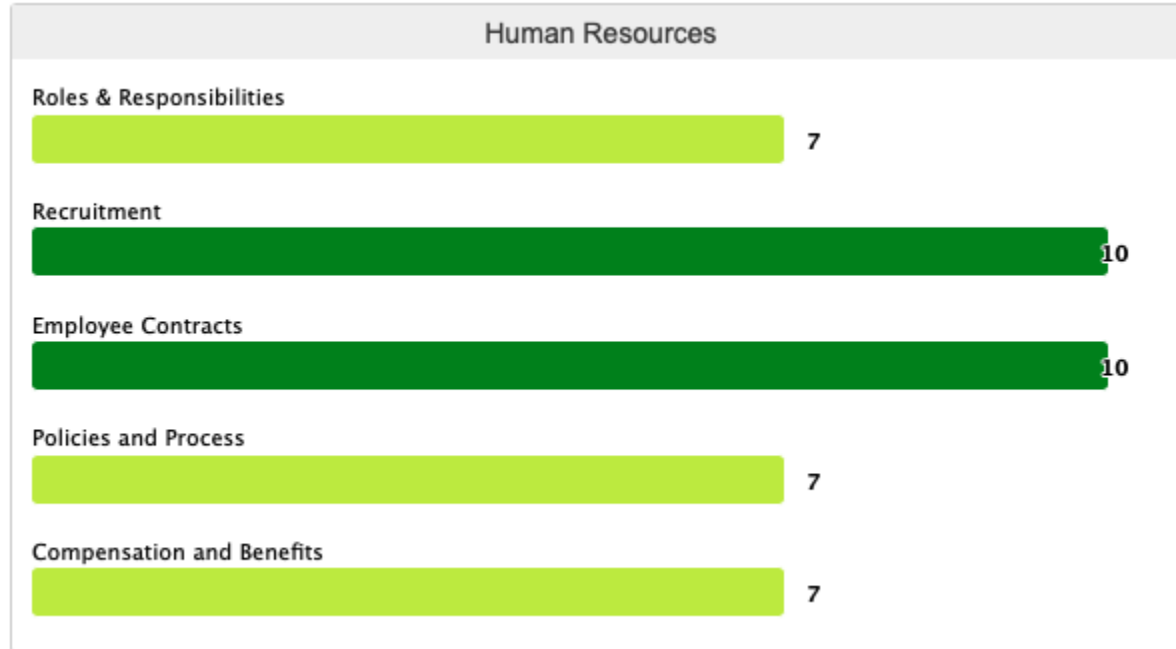
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7

Does your business have the ability to **find, develop and retain quality individuals** that enable success in all aspects of your business?



# Example from real report



8

# Legal

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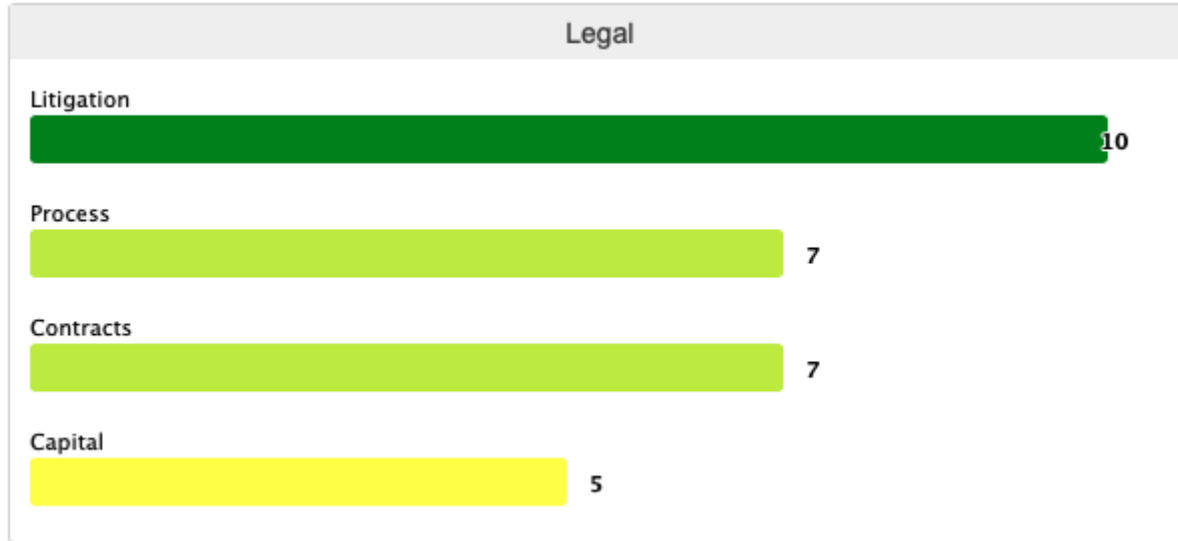
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8

Do you have all **legal matters in order**, documented, and does your business follow best legal practices?

# Example from real report



9

# Innovation

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9

Does your business have a  
proven, systematic way to  
**drive and capture innovation**  
at all levels?

# Example from real report

## Innovation

9.6

**Goal:** Your company understands that innovation is invaluable to creating an ongoing competitive advantage; it has a proven and systematic way to drive and capture innovation at all levels and encourages innovation in every area of the business.

### Culture and Rewards



### Process



### Collaboration



### Metrics



10

# Growth

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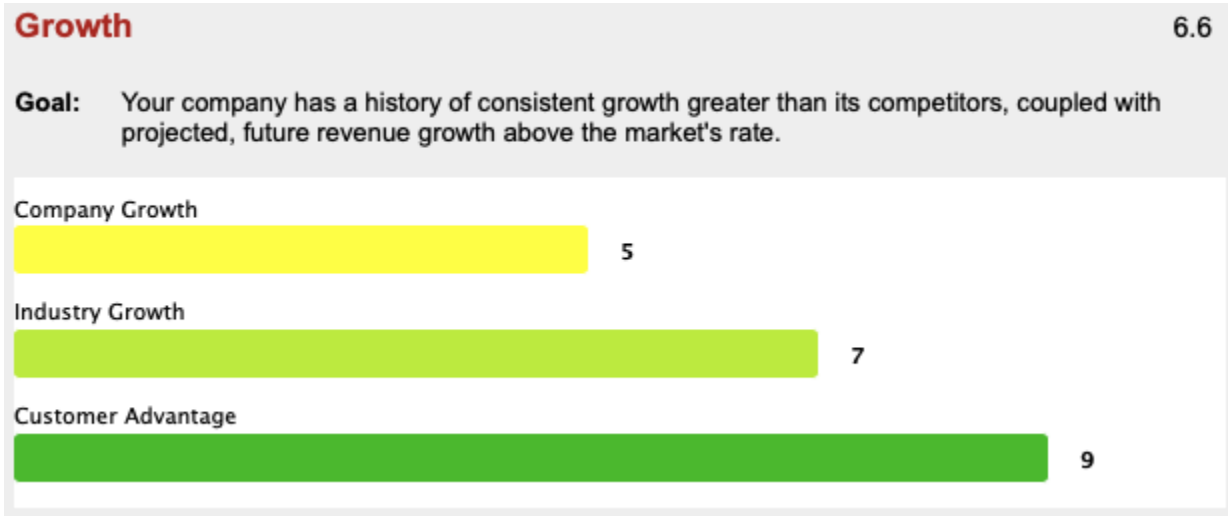
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10

Does your business have a history of **consistent growth greater than its competitors**, and projected future revenue growth above the market's rate?

# Example from real report



11

# Potential Markets

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11

Does the market support  
**significant growth** of your  
business?

# Example from real report



12

# Dominant Market Share

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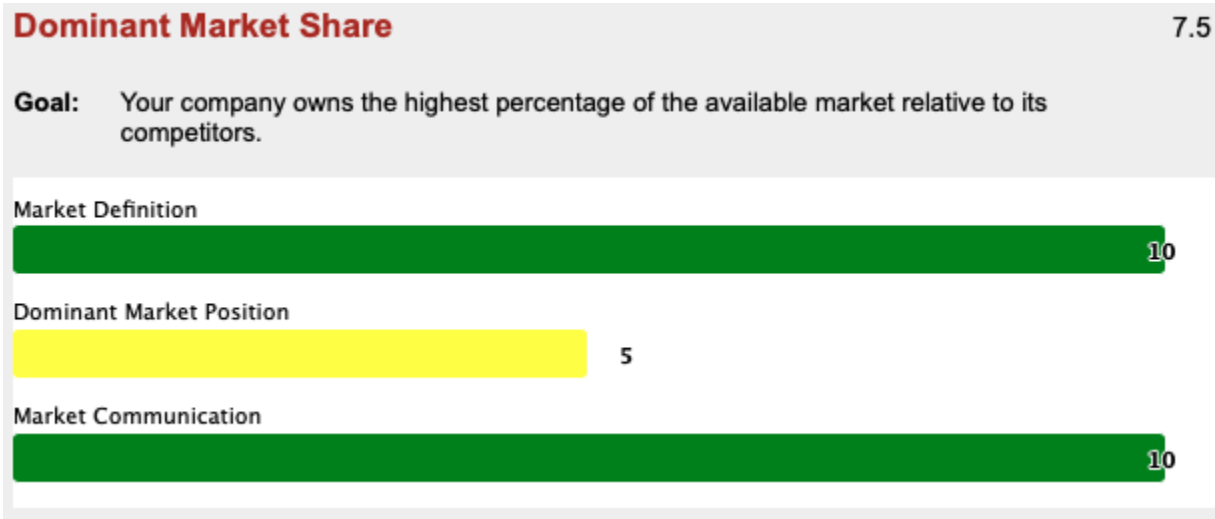
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12

Does your business own the  
**highest percentage of the  
available market** relative to  
its competitors?

# Example from real report





13

# Business Model

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13

Your company's business model  
can **effectively and profitably**  
**support your customers' needs**  
now and in the future.

14

# Recurring Revenue

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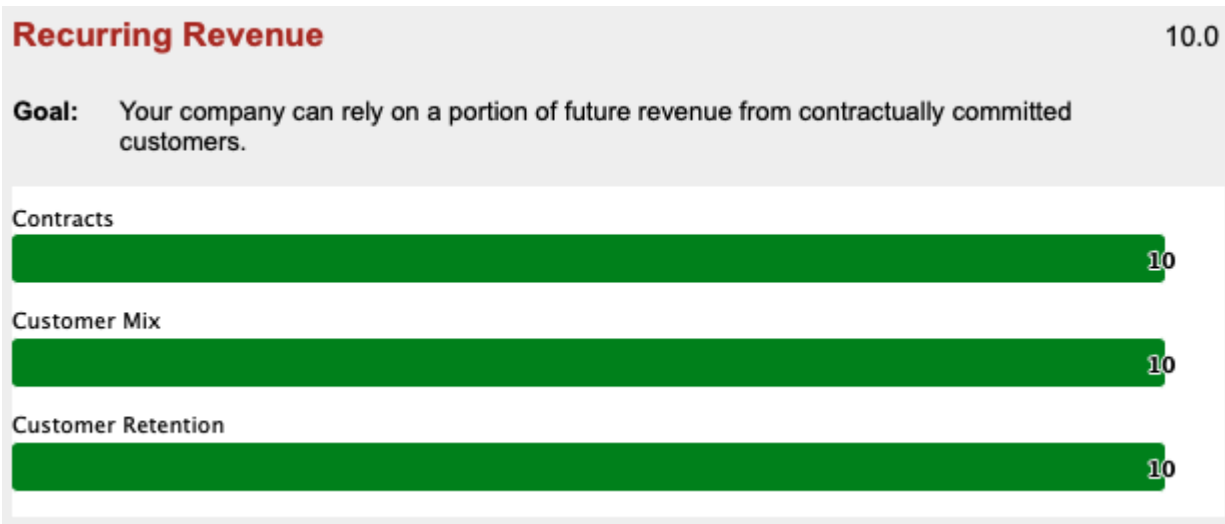
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14

Can your business rely on a portion of future revenue from **contractually committed customers**?

# Example from real report



15

# Barriers to Entry

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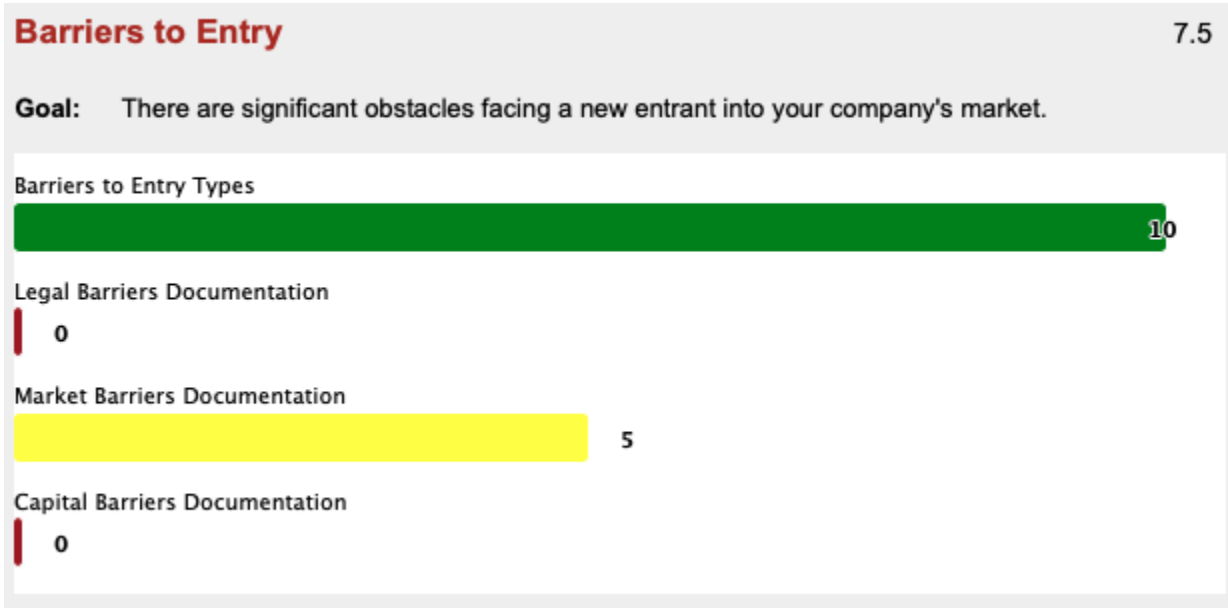
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15

**Are there significant obstacles facing a new entrant into your business' market?**

# Example from real report





16

# Product Differentiation

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16

Does your business have a product or service with **unique characteristics** that provide a **competitive advantage**?

17

# Brand

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17

Does your business have a  
**recognizable brand** that  
reinforces its marketplace  
presence and supports  
company objectives?

18

# Margin Advantage

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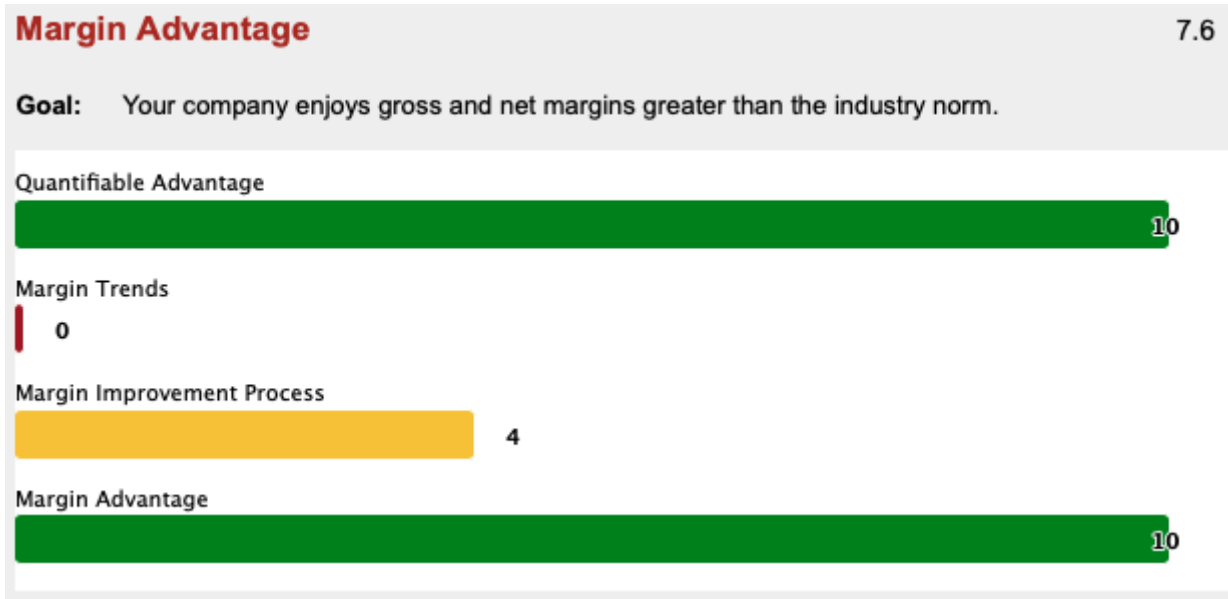
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18

Does your business enjoy  
**gross and net margins** greater  
than the industry norm?

# Example from real report



19

# Customer Diversification

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19

Does your business have a  
**well-diversified  
customer base?**

# Example from real report



20

# Impact Mission

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20

Does your business have a  
**compelling, impact-driven  
mission** that galvanizes your  
employees, customers and  
target market?

21

# Social Intelligence

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21

Does your business routinely and continuously **uses social channels and interactions to develop and improve the company's relationship with clients, measure customer satisfaction, target market sentiment, and execute strategies to improve the company's external reputation?**

22

# Data Strategies

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22

Does your business have documented plans and processes for **securely gathering, managing, and leveraging** customer and market data?



23

# Diversity Policies

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23

Does your business have documentation and processes to ensure effective administration, employee relations and diversity?

24

# Activated Culture

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24

Does your business have a **positive, adaptive culture** that is aligned with and supports your company's goals?



**Here's How We Work  
Together:**

**The Zero Limits Ventures  
Advisory Process**

**Are you a right fit?**

1

# Develop Strategies and Plans to Alleviate Constraints to Growth

2

# Look at What Exists or Doesn't Exist that Could Create More Value

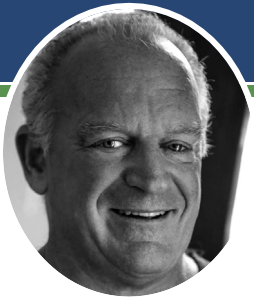


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# Identify Market Factors That Could Enhance Value Potential

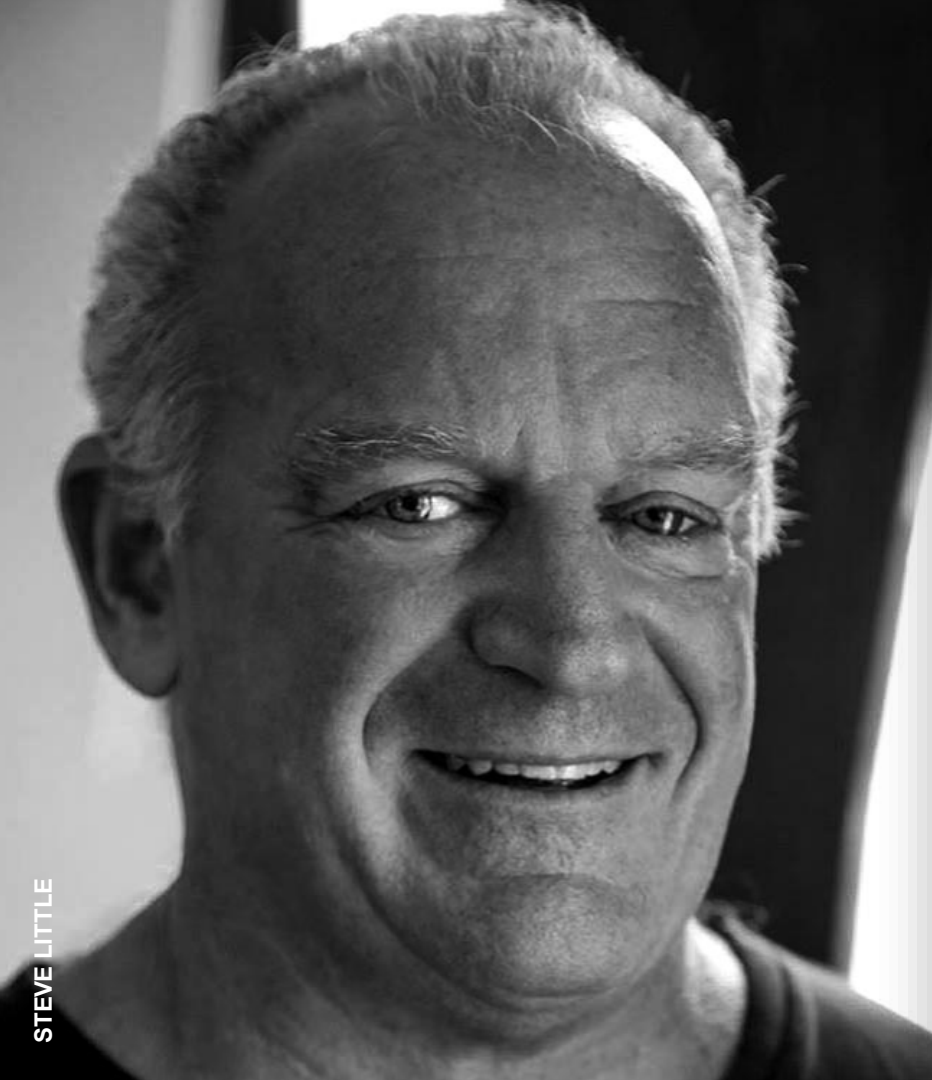
**The Biggest Problem, Risk and Reason That Transactions Fail:**

**The Owner Tries to Do It Themselves.**



**Are You Ready to Sell Your  
Business Faster and for More?  
Schedule a Brief Strategy Session  
with Steve Little**

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