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The Secret Sauce: A Recipe for Growth

Presented by
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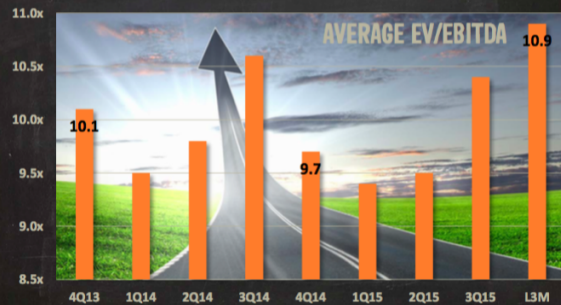
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THE BENEFITS OF SCALE



Volume for acquisitions \$50M-\$99M increased 7.5% in 2015



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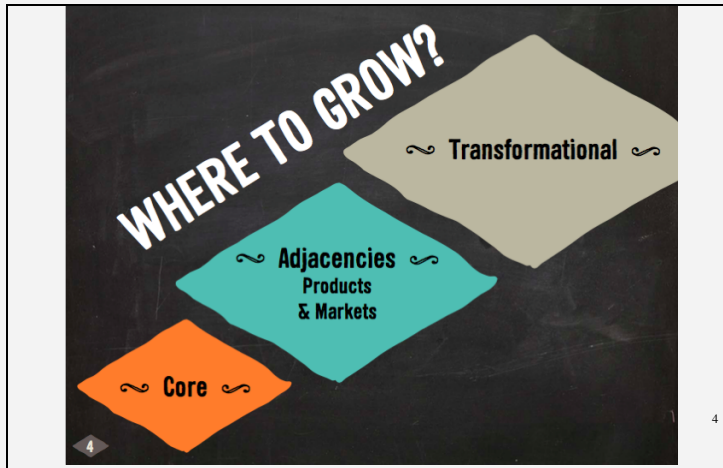
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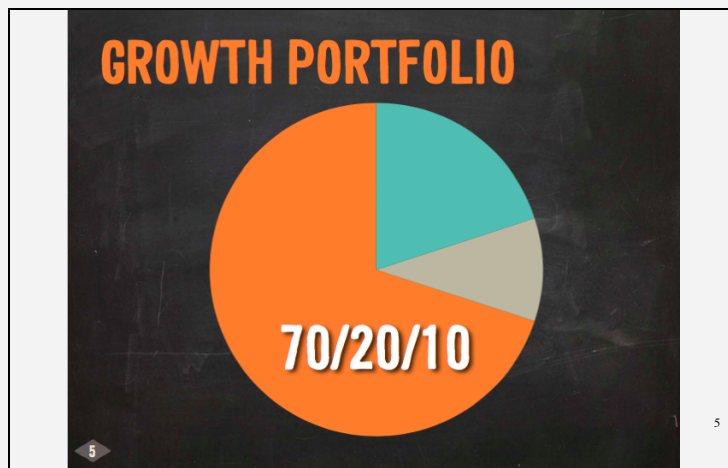
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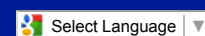
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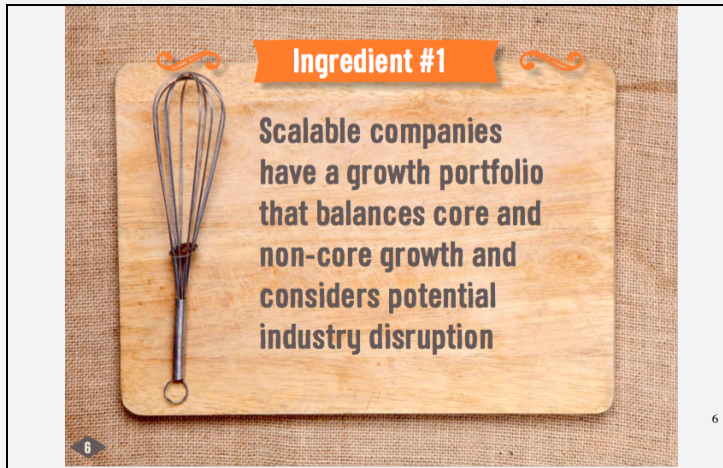
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Ingredient #1

Scalable companies have a growth portfolio that balances core and non-core growth and considers potential industry disruption

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QUESTIONS TO ASK

About Adjacent Markets

- What data supports our position?
- Can we protect – or even leverage – the core?
- Is there a repeatable formula?
- Can we manage the supply chain, as opposed to being an intermediary?
- Will we be top dog?
- Do we know the terrain?
- Can we trade upstream into higher profit categories once we enter?
- What technologies can we leverage to improve customer experience?

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NEW INCOME STREAMS



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ACQUISITIONS



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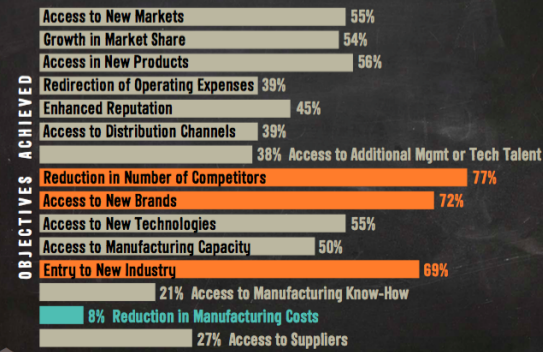
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WHEN DO ACQUISITIONS ADD VALUE?



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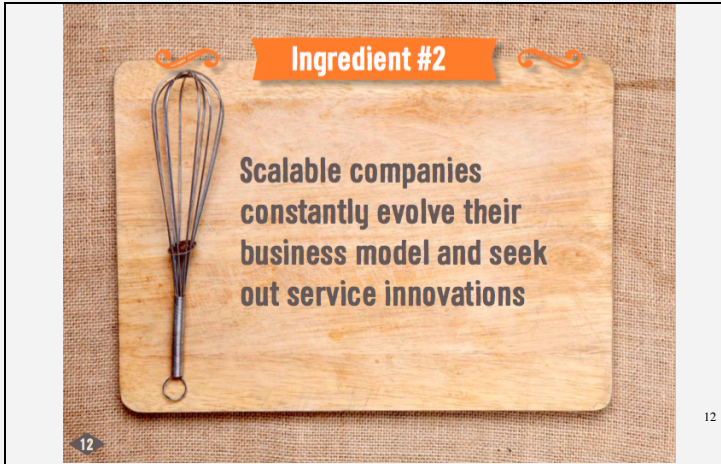
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Ingredient #2

**Scalable companies
constantly evolve their
business model and seek
out service innovations**

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- ➔ ULTRA-CONVENIENCE
- ➔ SEAMLESS TRANSACTIONS
- ➔ EDUCATION
- ➔ CO-REVENUE
- ➔ RADICAL PRICING

- ➔ NETWORKS & PLATFORMS:
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 - Apple
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 - Ebay
 - Uber

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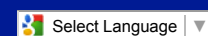
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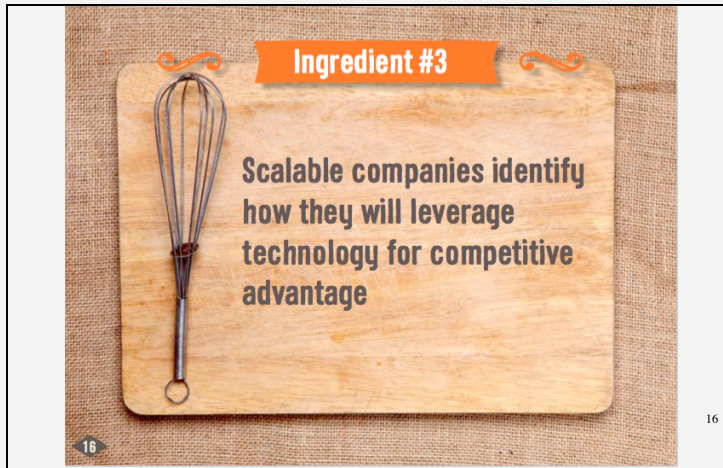
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Ingredient #3

Scalable companies identify how they will leverage technology for competitive advantage

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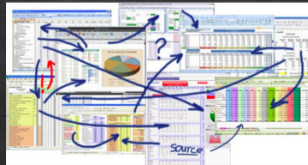
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Ingredient #5

**Scalable companies
have differentiated value
propositions in each sector
they serve**

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Ingredient #6

Scalable companies deliver value against purchase triggers that matter most to customers

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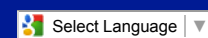
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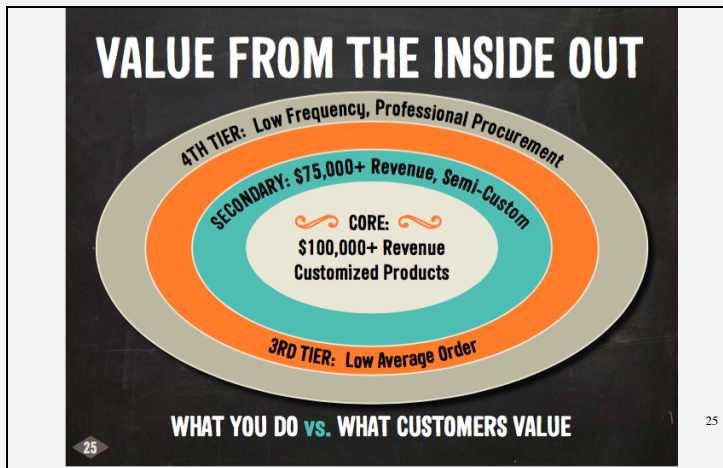
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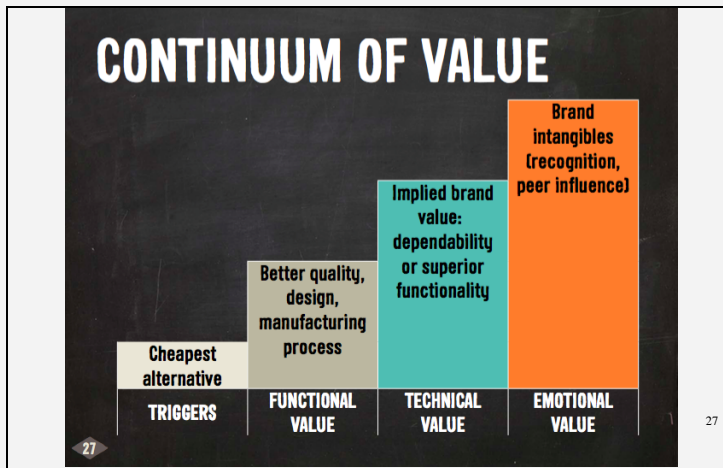
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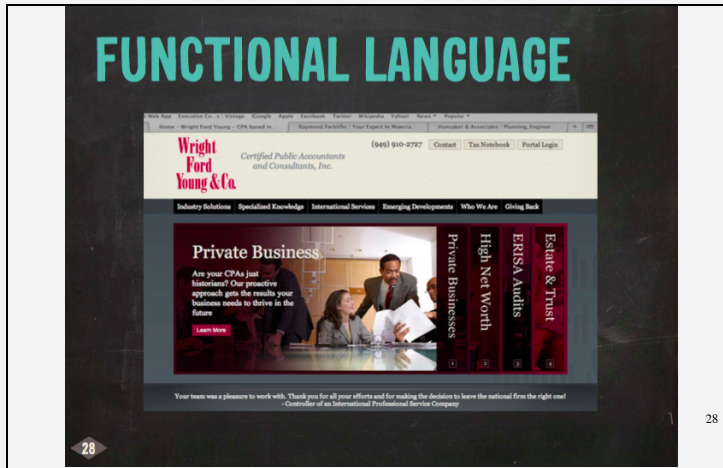
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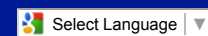
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EMOTIONAL TRIGGERS As A Differentiator



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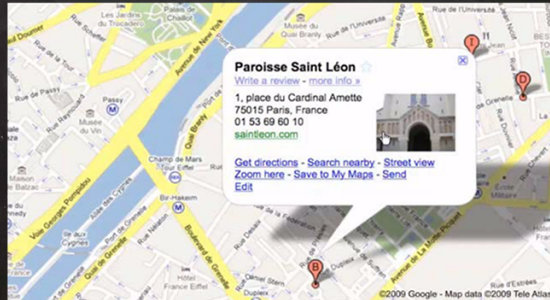
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MARKETING THAT CONNECTS



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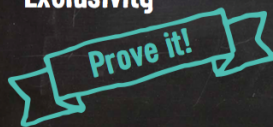


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WHY CUSTOMERS BUY

Customer Service
Quality
Cost of Ownership
Speed
Exclusivity



Creating a Signature
Customer Feedback
Design
Third Party Validation
Simplicity
Customer Experiences
Surprise

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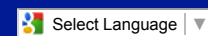
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Ingredient #7

Scalable companies have a written strategic plan that unifies management

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Strategic Action Steps

1. Plot your growth plan, being thoughtful about growth (by segment), risk and diversification.
2. Develop content that proves your value, including dedicated landing pages, for every sector you serve.
3. Actively consider what elements of the value chain you can serve, and if you can create a network or a platform.
4. Ask of your management team, how can technology be a competitive advantage for our company? If your team cannot answer the question, consider bringing in people who can.

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Strategic Action Steps

5. Ensure your marketing delivers an emotional message and you have tools to make memorable connections with customers.
6. Review differentiators with your sales and marketing team, you should be able to name three. Make sure you can validate claims that you are differentiated.
7. Make sure that your strategic plan is written, clearly understood, and unifies your management team.
8. Be clear about the value drivers that will increase the value of your business.

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