



Private Equity Toolkit

Solutions for All Phases of Investments

Partnering with Private Equity to build stronger, more effective portfolio companies by leveraging a proven team, processes, capital, and data-driven decision making.

SUMMARY

Background

Strategy, Leadership (including Team Cohesion), Proven Processes, and Governance are critical to every organization's success.

Many Private Equity firms place their bets on installing a new CEO and/or CFO, but more than 50% of them result in failures, being replaced within 2 years of appointment. We believe there is a better approach to bringing together a team of experts with proven ability to hit the ground and bring immediate value and impact.

Concept

Ideas are great, **decisions** are better, and **flawless execution** is what transforms!

Strategy without Team Alignment ends in Disaster—only sharp strategy, crisp messaging, and the necessary liquidity and financial capital structure move an organization forward to success.

With all the challenges facing a new CEO (political, organizational, operational), the best recipe for success is to provide an actionable team and toolkit that will enable an organization to move forward with sound reasoning, strategy, experience, and the necessary capital to create the roadmap and processes to accelerate your business investment.

Masthead provides unbiased, unfiltered truth, combined with the detailed, and actionable assessment to move the organization forward. All this along with the expertise and horsepower to implement and transition change.

Why we are different

Masthead's team, on average, has more than 20 years of real-world practical experience working with investors and their portfolio companies across diverse industries. Our team has driven more than 200 transactions collectively with an aggregate of over \$1B in enterprise value. Simply put, we know what constitutes value, how to measure it, and most importantly how to focus and prioritize resources to create the greatest ROI impact.

We work with Private Equity firms to maximize the value of their portfolio companies – all with a keen understanding of how Private Equity works and how to increase performance and exit valuations—from initial investment to prepping for growth, M&A, sale readiness or exit, all designed to help accelerate and improve outcomes.

Masthead brings a full team, from the CFO down to the Analyst, all in-house and ready to move the needle for your investments.

Timing

We start with you — we are your toolkit for success.

Masthead Financial & Capital Advisors

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Private Equity Toolkit

Solutions for All Phases of Investments

Empowering Senior Business Leaders to build stronger, more effective companies by leveraging sound, reasoned information for better decision making.

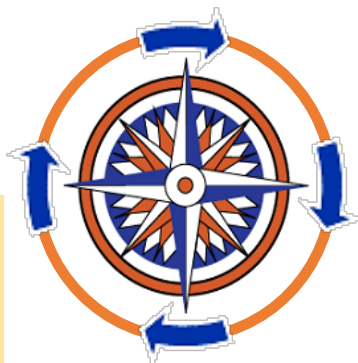
ATTRIBUTES

Pre-Acquisition

Going past Financial Statements and Quality of Earnings to a true investment diagnosis of KPIs, systems, processes, and talent. Working Capital analysis to ensure clarity of investment needs for success. Know what you are getting in to and why!

Sale Readiness

We help get an organization's "data room ready" for sale. The complete sale package tells the compelling story of your organization along with the metrics and tune-up that will ensure maximum return on your investment.



Post-Merger Integration

Setting things up for success with the detailed roadmap and operating plan (3, 6, 9, 12 months) to achieve the investment thesis goals. New reporting, KPIs, process, systems, and talent to successfully integrate the acquisition and position the organization for growth.

Scale Up / Scale Out

Tune-up organization for scale – move from plans to execution and optimization. Examine all processes, systems, and data, to automate and optimize for improved cost basis and profitability to create sustainable value that is truly accretive.

Deliverables

- **Interim Leadership** (CFO, COO) – real-world impact with proven resources that know how to provide the calm, seasoned leadership through periods of transition.
- **Fractional Leadership** (CFO, COO) – When needing additional horsepower – from strategy to processes, measurement and reporting we can augment or provide the guidance to help improve overall performance.
- **Strategic Planning** (Annual/Multi-year budgets, Growth plans, M&A) – strategic, detailed, and actionable plans, KPIs and reporting that set the business up for success.
- **Liquidity and Banking Resilience** (Improving Working Capital, Raising Capital and Bullet-proofing banking infrastructure) – as liquidity is the cornerstone of every business, we help to put the optimal structure in place to make sure the CEO can focus on the running business.
- **Transaction Support** (M&A, PMI, Sale Readiness) – Part of Masthead's differentiation is that we bring a holistic approach and team to the table – capital, transaction support and the financial toolkit and reporting necessary to achieve a successful financial outcome.

Costs

- Depends on size and complexity of organization, scope of change and skills / team members required.
- Diagnostics start at \$20K.
- Full Engagements Typically: \$50K-\$250K (fluctuate with scope of service).

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