

Most transaction processes follow similar patterns while strategic considerations, tactics and useful networks and connections makes a big difference to the end result

Transaction preparation:

- 1 **Preferred structure and tactics.** Discuss and agree on pros and cons with different alternative structures and how to set your path in motion.
- 2 **Valuation.** Make a preliminary valuation to set expectations right.
- 3 **Advisors.** Depending on transaction size and complexity you may need advisors onboard (auditor, lawyer, transaction advisor helping with process, tactics, materials).
- 4 **Company presentation.** Prepare a transaction presentation based on latest financial reports, latest business plan etc.

Presentation:

- 1 **Marketing** pre-acquisitions or exits. Confidential pre-marketing, teasers and one-on-one meetings with potential buyers to build interest and to test waters.
- 2 **Transaction presentation.** Distribution of teasers, full transaction presentations, Q&A and eventually management presentations.

Negotiation:

- 1 **Bidding process and negotiation** at acquisitions or exits. Guiding, bidding process and formalities, negotiation, pricing.
- 2 **Letter of Intent and Due diligence.** Verification or information, asset and contract inspections, pricing assumptions, etc.

Execution:

- 1 **Share purchase agreement, payment agreements, etc.** Final negotiation, contractual agreements, tax arrangements, payment arrangements, share transfer.
- 2 **Post-closing** work. Public presentation, remedies of any problems, add-on payments or guarantees, Board representations or advisory roles, personal priorities.