

HOW TO IMPROVE YOUR COMPANY'S VALUATION

Best Practices

Financially



Improve Cash Flow

to make room for business expansion¹



Introduce Recurring Revenue

SaaS companies boast 2x revenue than non SaaS counterparts²

Talent



Invest in Quality Management

50% of a company's value is in intangible assets like employees³



Load your Board with Top Talent

to make sound business decisions

Customers



Keep Up with Customer Trends

to create new business opportunities⁴



Diversify Your Customer Base

90% of CEOs believe diversity is critical to a company's performance⁵

1. Kerr, Michael. "The Advantages of Cash Flow." Chron.

2. Cowan, David. "Measuring High Growth, Recurring Revenue Businesses." Bessemer Venture Partners.

3. Herbert, Shane. "The Case for HR Due Diligence." Mercuri Urval.

4. "Mapping Your Future Growth: Five Game Changing Consumer Trends." BDC Study. October 2013.

5. "Diversity as an Engine of Innovation." Deloitte Review. 2011.