

PLANNING YOUR EXIT: STRATEGIC VS. PE

YOUR IDEAL OUTCOME

Place a ✓ next to what feels right—don't overthink it.

How involved do you want to be after the deal? 0-6 mo hand-off 6-12 mo part-time 2-4 yrs full-time

Personal risk comfort? Low Medium High

Growth ambition for the company? Keep steady Double in 3 yrs 10x in 5 yrs

BUYER CHEAT SHEET - CIRCLE THE OPTION YOU ALIGN WITH

	Private Equity (PE)	Strategic
Their Goal	Grow & resell in ~3-7 yrs	Product+ client synergies
What they value	Diverse service lines already scaling	A niche that suits their ICP
Your role	CEO scaling a bigger platform	Product/Sales leader
Brand impact	Maintain and scale your brand	Integrate your brand

STEP 1: THE ESSENTIALS

- Last 3 years clean financial statements (revenue, profit, by service line)
 - Top 10 clients list with revenue & length of relationship (evaluate concentration)
 - Org chart & key-employee retention plan
 - 12-month forecast that ties to known pipeline
 - Signed client & vendor contracts in one folder
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STEP 2: BUYER-SPECIFIC PLANNING

Private Equity Buyers:

- Map out additional service lines you see opportunity to sell into existing client base
- Draft monthly KPI dashboard against key metrics
- Build a strong leadership team around you to reduce key man risk

Strategic Buyers:

- Map of expansion opportunities within your existing book of clients
- 90-day integration hit list: systems, HR, branding, comms
- Ideate on your ideal role within their organization