



Value Adding Navigator™

We Help you Add Value to Your Business

Our core offering is to provide expert independent Business Valuations (for any size business), Intellectual Property Appraisals (for patents, copyrights, inventions, company know how and trade secrets, etc.) quickly and at affordable prices, in all states. We also provide a Critical Value Report for improving the value of a business and a Capital Markets Analysis for determining the best type of financing for a company. All valuations conform to the requirements of the Uniform Standards of Professional Appraisal Practice (USPAP), the SEC and FINRA. Our recasting will help you and your audience **“Know what your business is REALLY worth.”™**

ValuCorp works with business owners and their advisors to:

- Determine the value of their business or intellectual property.
- Build and grow the value by addressing financial strengths and weaknesses to reflect potential to maximize value.
- Provide capital markets choices by grading appropriate methods for advancing the business.
- Create liquidity options and strategic advice with a comprehensive approach.
- Benchmark results in enterprise value.

ValuCorp’s experienced, credentialed professionals pride themselves on understanding and maximizing value. Our team has senior level management experience from small and medium-size enterprises to Fortune 100 companies. Our professional credentials include Senior Member of the American Society of Appraisers (ASA), Doctorate in Mathematics (PhD), Certified Public Accountants (CPA), Masters in Taxation (MST), and Masters in Business Administration (MBA).

VALUE DRIVERS IMPROVE CORPORATE VALUE

- Different **factors drive and impact** the values of businesses.
- These are **value drivers** that make a business more or less attractive to lenders, buyers, and investors.
- Addressing those **value drivers** is important in distinguishing the value of the subject business from its counterparts in that business or profession.

Bottom line – your **value drivers** integrated into our interactive high-touch approach result in greater value. Please ask us for testimonials or to visit with some of our clients that have benefited from this methodology.

- **Value drivers help you focus on the value habit by aligning performance measures:**
 - Human Resources and Organization – Talent & Quality of Management
 - Sales and Marketing & Innovation – Customer Retention – Quality of Products & Services
 - Financial Soundness – Ability to Finance the Plan
 - Physical Assets and Systems/Administration – Available to achieve the Plan
- **Creating Real Change That Creates Real Value**
 - Tactics Supporting **Differentiation Strategy**
 - Tactics Supporting **Cost Leadership Strategy**
 - Tangible Objectives **Mapped to Develop Critical Habits**
- **While building the Value Driver Roadmap™ with your management team, we will continually address:**
 - When to develop a value habit?
 - What makes any company valuable?
 - Who benefits from increased value?
 - How can we improve this?
 - Why are we improving this?

Ultimately, the purpose of adding value is to maximize a return on investment for your business interest. When you are ready for this next step, we are available to help you:

- Send the right level of information at the appropriate time to prospective investors and lenders.
- Recognize the attention spans of prospective investors and lenders.
- Understand the fit for the right institutional or individual investors and lenders based on their and previous investments.
- Provide realistic and credible projections and valuation that includes the real capital need.
- Assess industry and competition, and what it takes to break into the market.
- Address risk factors and be prepared for the tough questions.
- Create appropriate competition and timing for investment.



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