



Exit By **FORCE**

Become one of the most

**DESIRABLE,
VALUABLE,
AND EFFICIENT
BUSINESSES**

to acquire in your industry

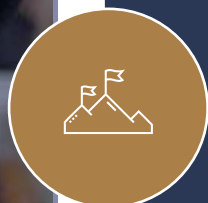


WHO ARE WE?



VISION STATEMENT

Kenobi Capital's vision is to create a future where every founder can confidently navigate their exit, achieving unparalleled success and peace of mind.



MISSION STATEMENT

Kenobi Capital's mission is to build meaningful relationships with founders, focusing on aligned incentives and maximizing exit value under the most favorable terms.

**I Don't Need Luck.
I have You!**

- Chirrut Imwe

K

Knowledge

We are committed to continuous learning, expertise, and informed decision-making

E

Empathy

Demonstrate understanding, compassion, and consideration towards founders and stakeholders.

N

Nimbleness

Maintaining agility, flexibility, and responsiveness to adapt to changing circumstances.

O

Optimization

Striving for efficiency, effectiveness, and maximizing value in all endeavors.

B

Boldness

Encouraging courage, ambition, and innovative thinking to pursue ambitious goals.

I

Integrity

Upholding unwavering honesty, transparency, and ethical behavior in every interaction.

Small Business Founders are REBELS

Founders go against conventional thinking. They aren't trapped in the corporate ecosystem to build someone else's dream. They use their experience to change the way the world works. They chip away at corporate empires to build a better world for everyone around them. They take risks, they are Heros, they are REBELS. We do this for the REBELS!

Rebellions are built on HOPE

Founders look for better and brighter futures. They sacrifice everything to provide their families a better lifestyle. They give up stability and time to build great big things. They solve problems and win against the corporate empires. They dream of a better future for everyone around them and fight the honest fight. Their journeys are built on HOPE. We do this for those that HOPE.

Our Motives

	Tradition Buyers	Traditional Brokers	Kenobi Capital
Improve the Value of the Founder	✗	✗	✓
Flexibility for Founders	✗	✗	✓
Founder Aligned Incentives	✗	✗	✓
Extension of Founder's Team	✗	✗	✓
Covers Legal and Financial Expenses	✗	✗	✓
Empathy	✗	✗	✓
Peace of Mind	✗	✗	✓



EXIT ATTRACTIVENESS
PLANNING
STRATEGY

Name

Company

Our Brand Value (Who we are)

Our Thought Leadership (How are we known)

Innovation & IP (Competitive edge)

Customer Base Analysis
(Customers, revenue, type, concentration)

Financials & Operations	
Perceived Valuation (What do others think we're worth?)	Our Life's Work (What are we really worth?)
Financials Today (What are my numbers?)	Financials Tomorrow (Clean & staged)
Operations Today (Will it run without me?)	Operations Tomorrow (It runs without me)
Resources (How is my money spent?)	Resourcing Tomorrow (Maximum capacity)

Future Potential (Where are we headed?)

Our Vision for Life Until Exit	Our Timeline to Exit	Our Motivation to Exit
Our Vision in 5+ Years	Our Vision For Life Post Exit	Our Vision for Life During Transition
Fears About Exit?	Successful Exit Scenarios	
Non-negotiables for Exit	Stakeholders	Publicity For Network
Personal Identity Today	Personal Identity of Tomorrow	

EXIT BY FORCE ACCELERATOR

Looking closely, you'll notice businesses across all industries adopting this strategy to position themselves as appealing acquisition targets and secure exits on their own terms.

You probably already know these businesses in your industry:



Their names come up in the right sort of conversations for all the right reasons.



They attract a lot of opportunities and seem to be at the center of everything.



Consistently profitable, high net worth individuals are regularly part of their network.



Their branding and digital presence are on the next level.

Being a highly desirable business to acquire involved 5 Key Practices:

Cultivating these five essential skills elevates your business's attractiveness and makes it a desirable acquisition target, ultimately Maximizing Founder Value under the most favorable terms.



"Your focus determines your reality."

– Qui-Gon Jinn

1

Financial Optimization

Regardless of how great your product or service is, acquirers will always struggle to recognize your value if you don't have your financial house in order.

2

Operational Excellence

Acquirers will pay a premium for businesses that are easy to manage with minimal risk. Documenting internal workings showcases a well-run organization.

3

Resource Maximization

Attractive businesses excel at doing more with less, maximizing output, minimizing waste, and improving profitability. It creates a compelling investor narrative.

4

Cognitive Automation

Incorporating AI elevates your business, showcasing your company as an innovative leader. This boosts efficiency and productivity, embodying forward-thinking strategies and presenting an enticing opportunity for potential buyers.

5

Expansion Dynamics

A strong digital presence, strategic partnerships, and lead generation capabilities catapult you into a league of undeniable appeal. You're just too hard to resist.

1 Financial Optimization

This Accelerator is your chance to learn and adopt proven strategies that give your business the financial edge.

Your financial house is your first impression. When you're buying a house, you expect it to be well-staged and look fantastic, and you fall in love with it. That's how you want your business set up.

Low Hanging Fruit

Audit Financial Statements

Conduct an internal audit to ensure financial statements accurately reflect business value. Highlight Fortune 1000 clients and recurring revenue. Verify that COGS aligns with revenue for an accurate gross margin.

Eliminate Personal Expenses

Remove all personal expenses from business accounts, including car expenses, personal phone bills, and subscriptions. Maintain strict separation to ensure financial integrity.

Automate Invoicing and Collections

Implement automated processes to invoice clients by the third business day of each month. Enforce payment terms and consider discounts for early payments or penalties for accounts overdue by 90 days.

Optimize Banking and Payments

Use tools like Brex for cash management to generate income from unused cash. Schedule payments 30 to 60 days out to manage working capital efficiently while approving them in advance.

Review Business Expenses

Regularly audit all business expenses to identify opportunities for savings or renegotiations. Explore free resources as alternatives to paid services to improve EBITDA.

2 Operational Excellence

Acquirers will pay a premium for businesses that are easy to manage with minimal risk. Documented internal workings showcase a well-run organization.

Adopt best practices and apply technology to significantly speed up process management. Avoid the trial and error process!

Think of processes you check when buying a house. How are the lights, water pressure, and appliances? Are the washer and dryer in a convenient location? How much will this house cost to maintain, and is it convenient? Now, think about your operations how buyers will view your business.

Getting Started

Implement CRM System

Use a CRM system like HubSpot to manage client relationships comprehensively. Ensure all deals and client interactions are recorded to track the pipeline accurately.

Utilize Project Management Tools

Implement tools like OpenProject to manage team member utilization rates. This helps assess available bandwidth and facilitates resource planning for future services.

Standardize Processes and SOPs

Develop and maintain detailed process documents and Standard Operating Procedures (SOPs) across delivery, support, and sales teams. Ensure continuous training and updates to SOPs to align with evolving practices.

Establish Data Systems and Dashboards

Create and maintain data-driven systems and dashboards that provide real-time insights for leaders. These dashboards should streamline reporting and support decision-making based on validated data.

IT and Subscription Review

Regularly review all IT-related subscriptions and services. Document each renewal and negotiate to secure the best possible terms. Assess alternative suppliers or partners with a focus on cost-effectiveness, and streamline operations by eliminating unnecessary tools or processes.



3 Resource

Maximization

Attractive businesses excel at doing more with less, maximizing output, minimizing waste, and improving profitability. It creates a compelling story.

Managing a few key numbers is absolutely critical to showing that a business is moving in the right direction. One key metric that should improve over time is Revenue Per Headcount.

Imagine walking into your future home, where it's cold upstairs and hot downstairs, or where most of the electricity is diverted to the pool during winter. We need to allocate resources to the right areas.

EBITDA Game Changer

Analyze Revenue Per Headcount

Compile monthly data on revenue per headcount, considering contractors as 0.5 and full-time employees as 1. Analyze trends to understand productivity and efficiency, and use these insights to inform strategic decisions.

Review Workforce Efficiency

Evaluate the contribution of each role to EBITDA and the company's overall valuation. Identify opportunities for roles to be fractionalized, outsourced, or offshored. Document potential resource efficiencies and use these findings as possible enhancements or selling points.

Assess Team Utilization

Measure the current utilization of your team to determine their capacity to handle additional workload. Consider introducing fractional work or redeploying resources to understaffed projects to optimize team productivity and bandwidth utilization.

Evaluate Resource Spending

Review spending across sales, operating expenses, and capital expenditures. Assess the necessity and value provided by each area, including the need for physical office space versus virtual alternatives. Identify opportunities to shift resources to higher value-added areas.

Minimize Non-Value-Add Activities

Calculate the time spent per person per week on meetings, report generation, and other non-value-added activities. Explore strategies to repurpose this time towards more productive tasks directly contributing to business goals.

4 Cognitive

Automation

Incorporating automation into your operations sets you apart and positions the business as an innovative and modern opportunity for growth and scale.

Automation is complex. Target the right areas that create the most impact across the business and extract value. We also need to measure and use data to determine ROI.

Does your house automatically adjust the temperature and allocate electricity appropriately? Does the IRobot clean, Nest manage temperature, Cameras provide security, and Garage open as your approach? This needs to happen in your business without you.

Steps To Automate

Automate Human Resources

Implement end-to-end automation for HR processes using a platform like Zenefits. Enable functionalities for onboarding, offboarding, managing benefits, 401(k) plans, and paylips with minimal manual intervention. Designate an assistant to oversee and manage this.

Integrate AI in Marketing and Lead Generation

Deploy AI tools across marketing and lead generation teams to enhance SEO, design, content creation, and campaign management.

Implement Financial Automation

Use automation tools to continuously update financial reports, including employee reimbursements and credit payments. Ensure that financial data is accurate and readily available for decision-making.

Streamline Internal Processes

Identify time-intensive internal processes and evaluate them for potential automation. Implement automation solutions step by step and assess each initiative's return on investment (ROI) to measure effectiveness and cost savings.

Develop Real-Time Data Dashboards

Set up systems to auto-generate real-time data and dashboards across the organization. Ensure all team members can access relevant and current data snapshots as required, fostering a data-driven culture and informed decision-making.

5 Expansion

Dynamics

A strong digital presence, combined with strategic partnerships and lead generation capabilities, establishes a formidable position for you. You're just too hard to resist.

This Accelerator will streamline your digital experience, ensuring your company gets recognized for the value it produces and attracts acquirers.

How did you find your new house? Was it posted on Zillow or Redfin with unbelievable pictures? Did it allure you to something crazy, like a hidden pool that would rise from the ground? That's how we showcase your business to the market: We grab attention.

Engage The Digital World

Optimize Digital Presence

Enhance the website experience to ensure it is modern and user-friendly, with strong SEO practices to rank at the top of relevant keyword searches. Aim to increase visibility and establish a notable presence in the market.

Boost Social Media Engagement

Keep all social media platforms regularly updated with engaging content. Implement cross-marketing strategies on these platforms and create interactive opportunities for customers.

Set Up Comprehensive Analytics

Implement tools like Google Tag Manager (GTM), Google Analytics 4 (GA4), LinkedIn Insights, and Meta's Analytics Suite to monitor and analyze engagement across platforms. Utilizing data to inform decisions will add significant value to marketing and strategic efforts.

Develop Partnerships and Referral Programs

Establish and expand partnership and referral programs to enhance sales and lead generation. Ensure the lead generation pipeline is diversified and robust through these collaborative efforts.

Accelerator Cross-Selling

Collaborate with businesses associated with the Exit By FORCE accelerator to cross-sell. This strategy aims to increase revenue streams and strengthen business relationships across the network.

Audiences

“ Participating in the Exit By FORCE Accelerator was a transformative experience. It enabled us to streamline our operations significantly, enhancing efficiency and scalability. The strategic insights and tools provided by the accelerator were instrumental in refining our business model and optimizing our resource allocation. As a result, we successfully exited at an impressive 15X multiple, a testament to the robust growth and value enhancement driven by our partnership with Kenobi Capital. This program is a game-changer for any tech company aiming to maximize its market potential and achieve an optimal exit strategy. ”

- Nani Ramanujam

The Exit By FORCE Accelerator is ideal for you if:

You are an experienced entrepreneur or business leader

You have substantial experience in your industry and are eager to pass on your legacy while watching your business scale and grow. This program is designed to help seasoned professionals like you prepare for a successful exit.

You aim to maximize exit value

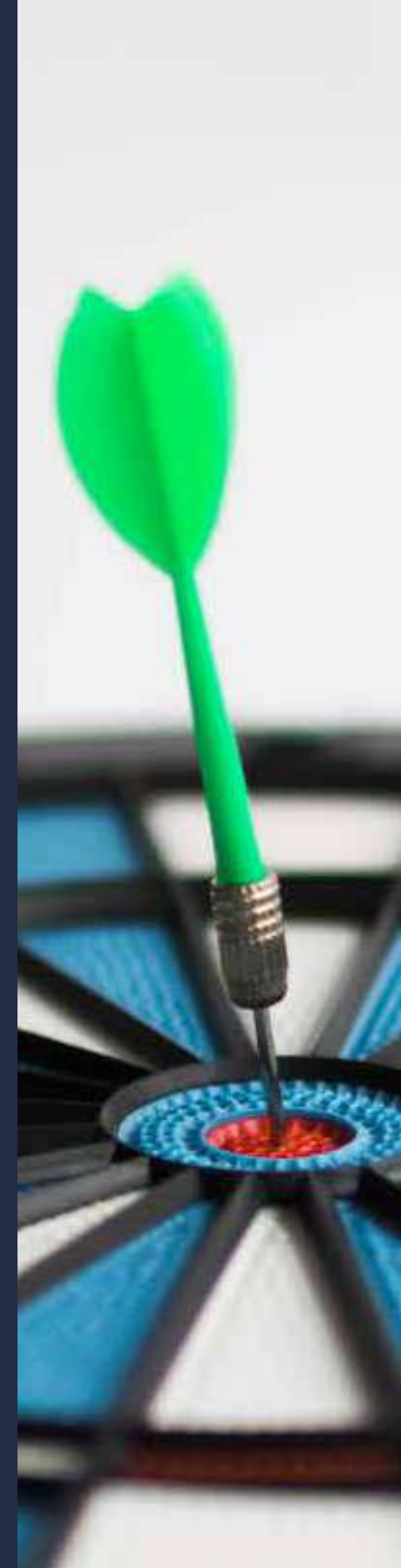
You are driven to optimize the exit value of your business, ensuring rewarding returns for yourself, your shareholders, employees, and the community. Our program focuses on strategic enhancements that significantly increase business valuation.

Your business has strong fundamentals

Your service-based business generates annual revenues between \$3 million to \$20 million and maintains positive cash flows. This financial stability is crucial for implementing the strategic changes needed for a high-value exit.

You desire access to best practices in business valuation and exit strategies

You are looking for a true partnership that provides access to state-of-the-art practices, tools, and strategies focused on business valuation and exit planning. Our accelerator equips you with the knowledge and resources to navigate your exit confidently.



WHAT'S INCLUDED

Exit By FORCE Team

- Value maximization
- CEO: Anand Narayan
- CFO: Yohei Shimasaki
- COO: Alexis Duclos
- Team members, associates, experts
- All day, every day!

Accountability and Best Practices

- Checklist execution
- Best practice and learnings
- Accelerated time table
- All hands on deck

Access to Advisory Network

- An extensive list of advisors can be called upon to solve any challenge
- Advisors are specialized by industry and skill set and will rise to any challenge

High Net Worth Community

- Network with like-minded founders and millionaires who have exited or are going through the exit process
- Get access to investment deals, financial advice, and board seats

Dealmaking and Exit Team

- Our dealmakers will negotiate on your behalf to get you the best deal
- We will help you through the transition process and ensure everything is smooth with the buyers

Peace of Mind

- Know that you are doing the best for your business and your family
- You have the Kenobi Capital family at your fingertips
- We cover all legal and financial expenses during the exit



“ Now I know there is something stronger than fear – far stronger. The FORCE ”

- Kanan Jarrus

ENGAGE WITH US

WE'RE YOUR PARTNERS

TAKE THE EXIT BY FORCE SCORECARD

Subscribe

Subscribe to our Newsletter
to Maximize Value

Book a Session

Book an Exit Strategy
Session with our CEO



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Congratulations on Completing the Exit Attractiveness Quiz!

Your full report has been emailed to john.smith@example.com. [Change email address](#)

Well done on finishing the Exit By FORCE quiz! Your results will provide valuable insights to help you maximize your exit value under the most favorable terms. Take a moment to review your detailed feedback across the key categories below.

● low ● medium ● high





Exit By **FORCE**



Thank you!

Become one of the most desirable, valuable, and efficient businesses to acquire in your industry.

kenobicapital.com

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