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# Strengthening Your Business: Enhancing the Value

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# Introductions



**Brandon Knight**  
Managing Principal of Industry  
Assurance



**Noel Hopkins**  
Digital Growth Director  
Digital



**James Kim**  
Signing Director  
Wealth Advisory  
CliftonLarsonAllen Wealth Advisors, LLC



# Areas Business Owners Are Addressing



Software systems and  
infrastructure



Data, automation,  
and AI solutions



Cybersecurity and  
business risk



## Digital solutions for owners

Providing value throughout the lifecycle of your portfolio companies to enhance sustainable and scalable growth.



Software systems and infrastructure



Data, automation and AI solutions



Cybersecurity and business risk

Digital strategy (1-2 years before sale)



Pre-sale business optimization



Process automation



System operating cost reduction



Cyber security enhancements



# The Value of a Digital Strategy

Product Evaluation  
and Roadmap



Technology and  
Architecture



Cybersecurity



Data and Analytics



Organization  
and Processes



Technology  
Benchmarking



An increasing number of buyers perform due diligence aimed at underwriting tech-specific risks and opportunities.

The firms getting it right affirm that tech diligence is thesis driven, integrated closely with commercial diligence, and tied directly to the value-creation plan.

# Valuation Considerations





# Things That Could Impact Valuation



Financial reporting



Personal expenses vs business expenses



Owner dependency



Customer concentration



Demonstrated growth opportunities

*Thank you!*

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