



GROWTH FINANCIAL SERVICES AND PRE-SALE PLANNING OVERVIEW

Investment Banking | Services Overview

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Member of FINRA | Member of SIPC



Financial Modeling

Creation of dynamic financial models to validate future company performance.



Investor Presentation

Assembly of customized investor decks, detailing client's business operations.



Valuation Analysis

Utilization of income and market-based approaches to issue defensible valuations.



Strategic Advisory

Expert advisory to help clients navigate an ever-changing regulatory landscape.



Who we are:

HOULIHAN CAPITAL ("Houlihan") is a leading, employee-owned, valuation, financial advisory and boutique investment bank committed to delivering superior client value and thought leadership in an ever-changing landscape.

HOULIHAN CAPITAL is a FINRA and SIPC member. Our firm has been committed to the highest levels of professional ethics and standards since our creation in 1996.

Industry Experience:

Our 40+ deal professionals have completed hundreds of engagements for clients across the business services, consumer, healthcare, industrial, cannabis, and crypto sectors. Clients typically have an EBITDA greater than \$1m and enterprise values between \$5m and \$100m. With experience across many different business types,

HOULIHAN CAPITAL structures its Growth Financial Service engagements to align with each owner's specific objectives.

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GROWTH FINANCIAL SERVICES

Value Added with Client Focused Solutions

HOULIHAN CAPITAL Growth Financial Services (GFS) are designed to support business owners in advancing strategic initiatives, enhancing financial infrastructure, and preparing for institutional engagement. These services are focused on near and medium-term business improvement, capital readiness, and professionalization.

Financial Modeling for Clients

HOULIHAN CAPITAL offers financial modeling and advisory services designed to independently evaluate assumptions, valuation methodologies, and conclusions in today's dynamic market. We build detailed, bottom-up models that incorporate unit volumes, revenue, margins, and expenses, and are structured for easy updates as assumptions evolve. Each engagement is tailored to the client's business model, growth trajectory, and anticipated transaction needs.



Detailed
historical
analysis



Revenue
projections by
product/service
line



Margin and
cost structure
modeling



Capital
expenditure
and working
capital
forecasts



Unit
economics
and KPI
benchmarking



Scenario
analysis and
sensitivity
testing

Valuation Services for Clients

HOULIHAN CAPITAL delivers customized valuation services to growth-stage companies across industries. Whether preparing for a capital raise, M&A process, strategic partnership, or exit, we provide independent, well-supported valuations grounded in relevant market data and company-specific fundamentals.

We leverage proprietary tools and market research to assess industry maturity, competitive dynamics, regulatory trends, and business-specific differentiators such as intellectual property, operational scale, and revenue model sophistication. Our valuation experience spans both operating businesses and pre-revenue or asset-holding entities, including early-stage companies, recurring-revenue platforms, and multi-unit or multi-market rollouts.

Income-Based Valuation Approaches

Discounted Cash Flow (DCF) Modeling: Terminal value determined by using a long-run growth rate and/or a future simulated buyout of the company.

Discount Rate: Each revenue stream is discounted at its own rate to reflect inherent risks and probability. Risk premiums are tailored to reflect industry, and business-specific risk factors.

Market-Based Valuation Approaches

Precedent Transactions: Utilize market-based evidence such as previously closed transactions for comparable analysis of the subject company.

Guideline Public Company (GPC): Analysis of forward-looking multiples from public companies within the subject company's industry for use in deriving valuation (TEV/Revenue or TEV/EBITDA).



PRE-SALE PLANNING

Preparing for a Future Transaction with Present, Ongoing Support

HOULIHAN CAPITAL pre-sale planning services focus on preparing businesses for a future transaction by identifying and addressing operational, financial, and organizational factors that drive value. This includes conducting a detailed assessment of current performance, refining internal reporting and forecasting, and evaluating succession readiness well in advance of any formal sale process.

The goal is to enhance market positioning, mitigate diligence risks, and align the company's profile with buyer expectations. By improving transparency, strengthening leadership structures, and tracking progress over time, ownership is better equipped to pursue a transaction on favorable terms when the timing is right.

Pre-Sale Advisory Framework

Business and Financial Assessment

Comprehensive analysis of operational performance, financial structure, and key value drivers. Focused on identifying areas for improvement, cost efficiency, and revenue optimization.

Sale Readiness Modeling

Development of investor-grade financial projections, scenario testing, and KPI dashboards tailored to transaction diligence requirements.

Leadership and Ownership Planning

Evaluation of succession depth, organizational alignment, and trust or estate considerations to support transition planning and long-term wealth preservation.

Market Insight and Positioning

Analysis of industry dynamics, buyer trends, and strategic fit to inform timing, positioning, and go-to-market strategy for an eventual process.

Value Delivered

Focus Area

- Operational benchmarking and diagnostics
- Financial modeling and forecasting
- Succession and estate planning support
- Market-aligned transaction planning

Impact

- Identifies levers to enhance margin profile and buyer appeal
- Supports data-driven strategic decision making
- Enables efficient transfer of ownership and control
- Improves fit with potential buyers and maximizes competitive tension