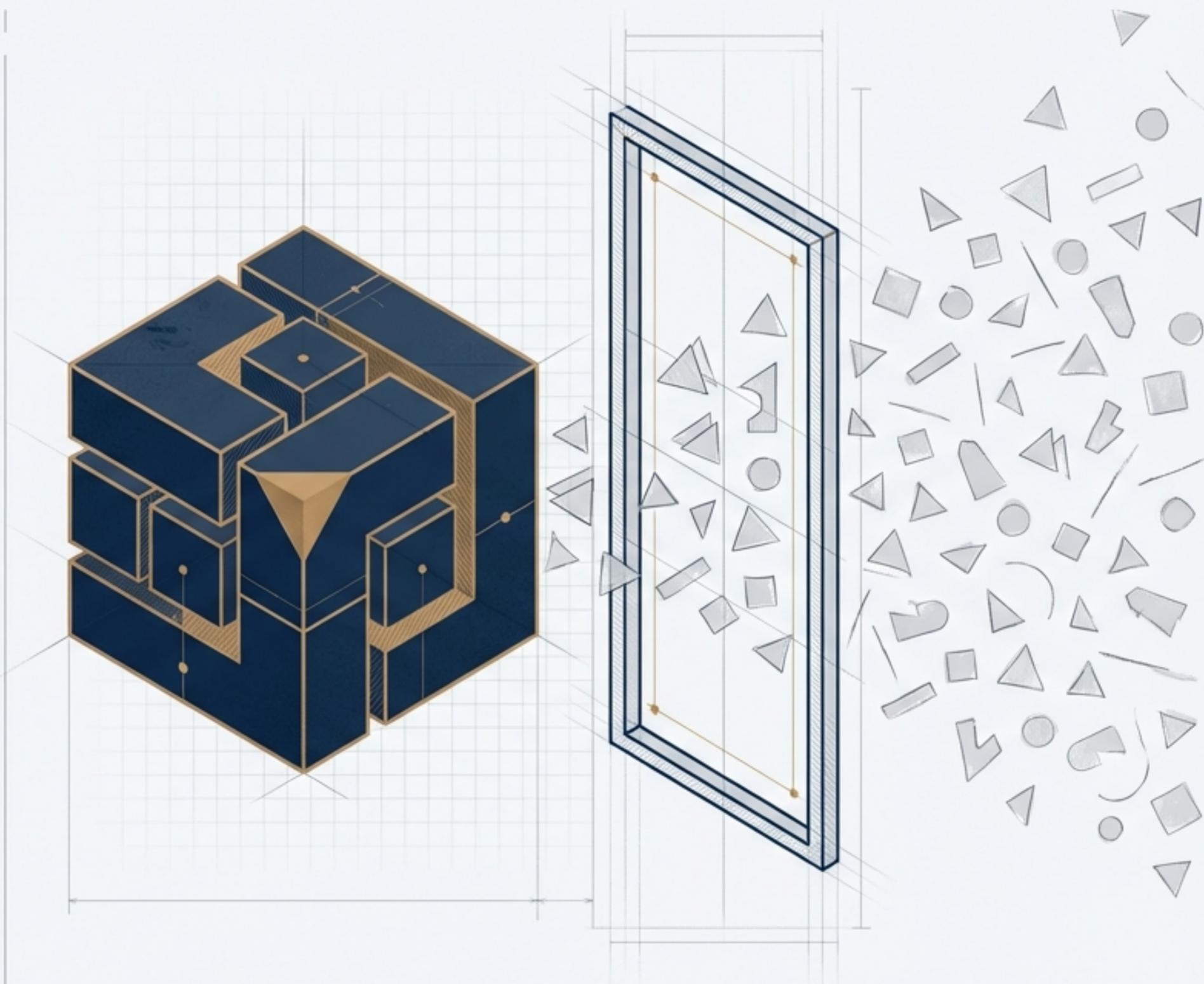


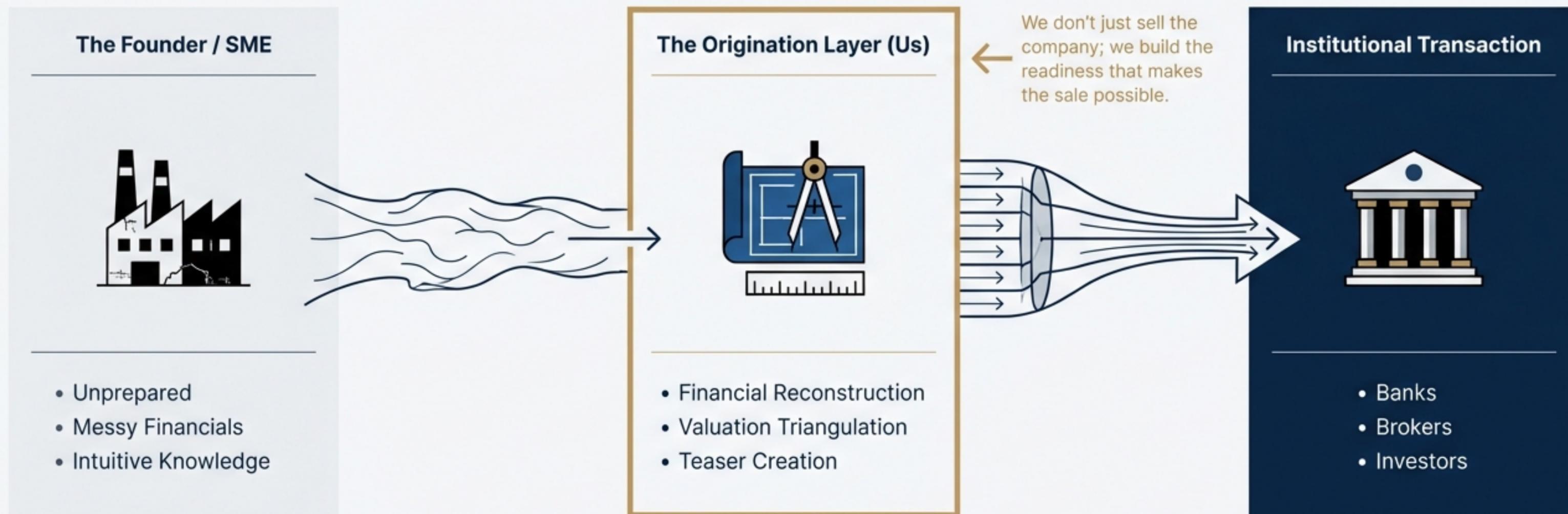
# Transforming Founder Stories into Institutional-Grade Transactions

The preparation and  
origination layer for  
Vietnamese SMEs

Bridging the gap between operational  
reality and investor expectations.



# We sit upstream of brokers and banks to ensure deal readiness.

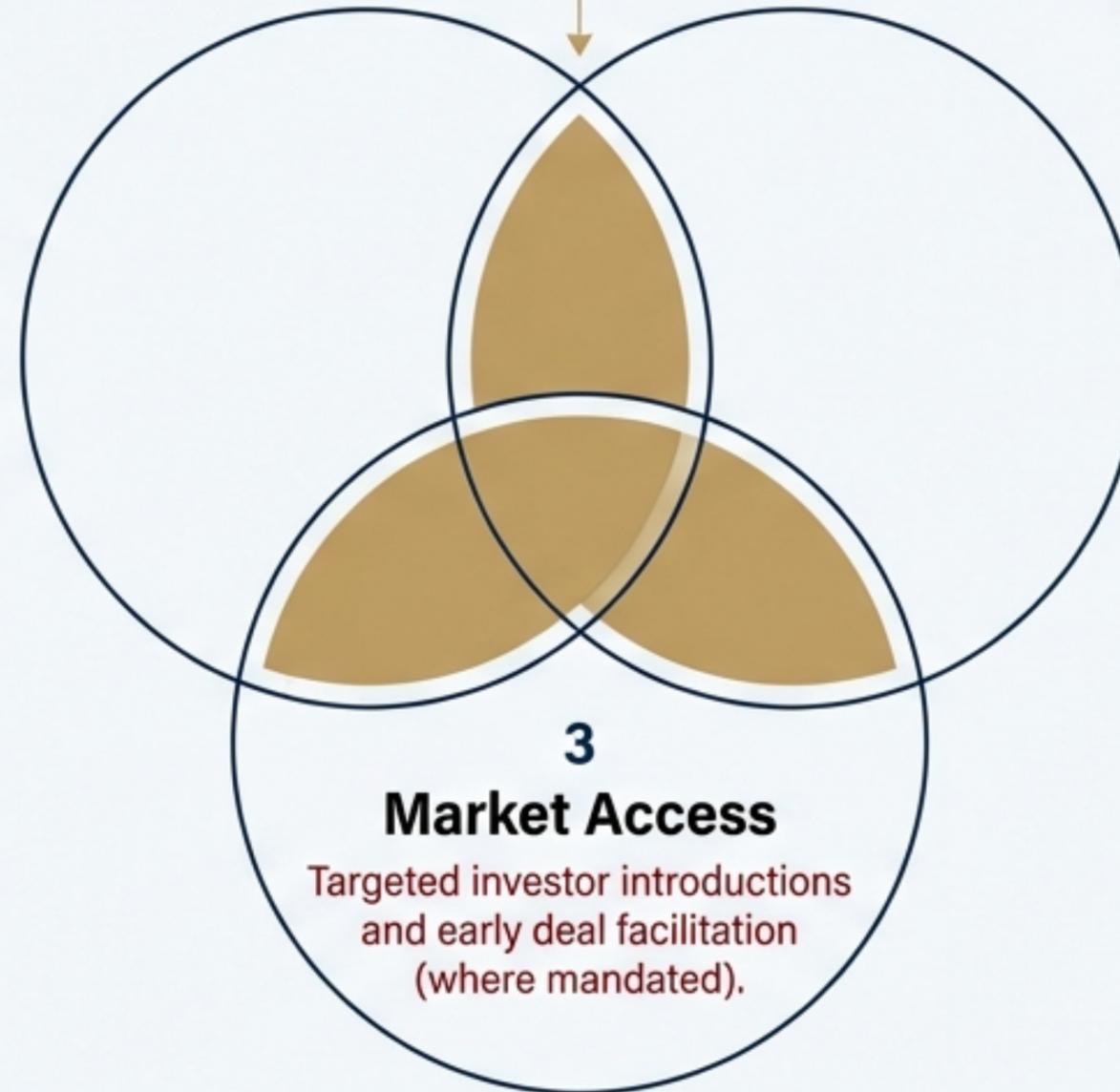


Serving both Early-Stage Sellers building readiness and Active Sellers seeking a transaction.

# Our work flows across three integrated pillars of value creation.

Insight: Valuation work and teaser preparation are inseparable—one gives the other credibility.

**1**  
**Financial Reconstruction**  
Reconstructing and interpreting financials to build a credible valuation range before entering the market.



**2**  
**The Teaser**  
Translating financial reality into a compelling, cash-flow-forward story that investors can act on.

**3**  
**Market Access**  
Targeted investor introductions and early deal facilitation (where mandated).

# Package 1: The anchor engagement for deal preparation

## Scope of Work

- Financial reconstruction & projection-building
- Valuation triangulation (Revenue/EBITDA multiples + comps)
- Equity story framing
- Full Teaser production

## The Deliverable

10–20 page investor-ready teaser  
+ Financial Model +  
Defensible Valuation Band

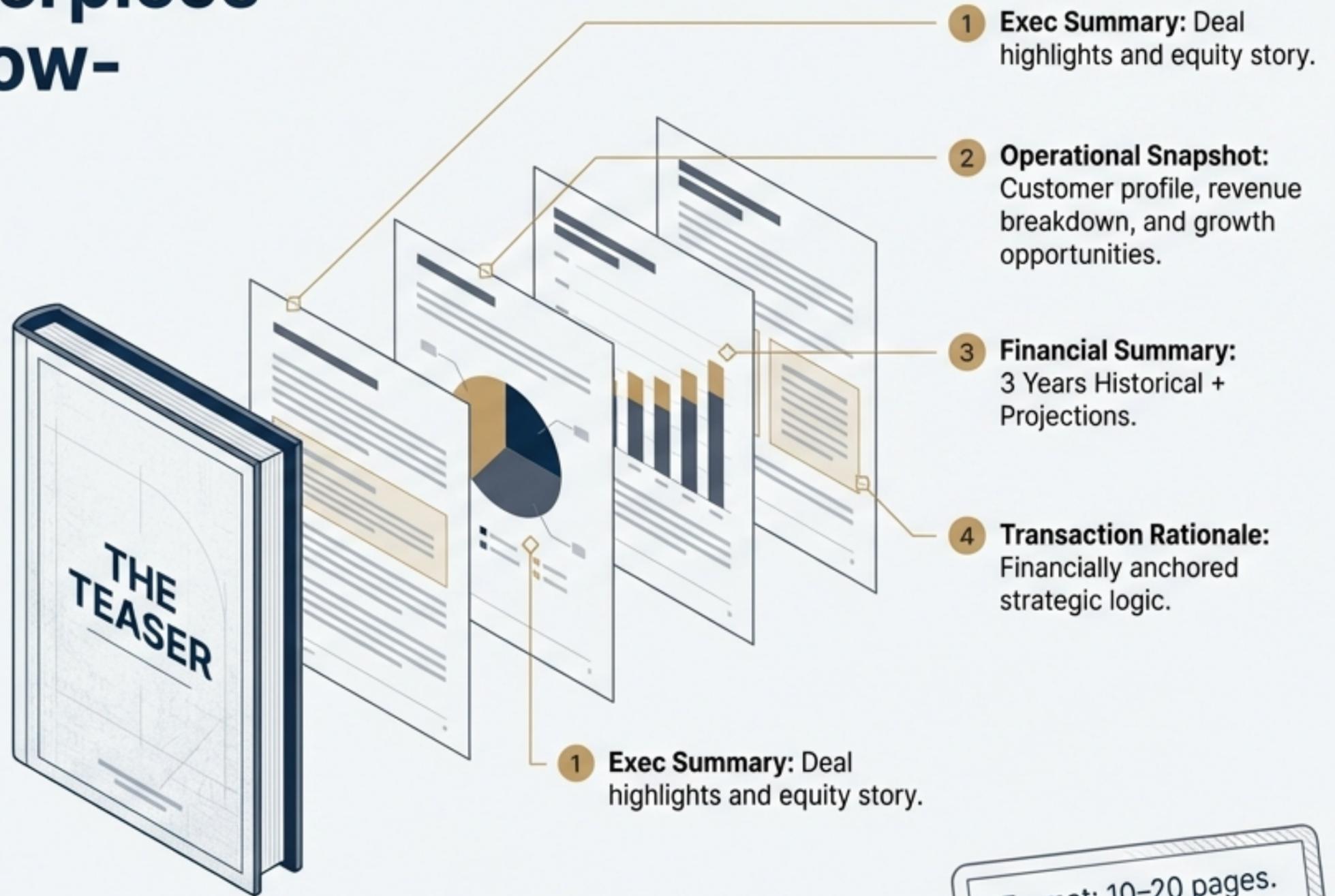
 **\$3,000 – \$5,000**

Pricing scales with complexity.  
Single-segment SMEs (~\$3k) vs.  
Multi-segment/Messy financials (~\$5k).

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# The commercial centerpiece is a concise, cash-flow-forward teaser.

Buyers in this segment prioritize earnings visibility and operational continuity over lengthy strategy narratives.



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# Discrete deliverables that build confidence and defend value.



## Valuation Snapshot

A range derived from multiples and comps. Anchors expectations to avoid mispricing at first contact.



## Equity Story (Lite)

The strategic spine. Covers growth angles and buyer synergies.



## Financial Health Dashboard

Simplified view of margin trends, customer concentration, and cash flow. Readable by non-financial founders.



## Buyer / Investor Longlist

Curated map of Strategic Buyers, Private Equity, and Family Offices.

# Package 2: Investor matching and market activation.



## Target Profile

For founders ready to go to market immediately.



## Scope of Work

- Identify and approach potential acquirers
- Coordinate introductions
- Support early-stage discussions
- Process: The Teaser from Package 1 becomes the primary outreach document.

## Economics

**\$3,000 – \$5,000 +  
Success Fee (4–8%)**

Can follow Package 1 or be bundled into a single mandate.  
Success fees follow SME market norms.

# From financial chaos to market conversation in 6 weeks.



Founder interviews, data collection, financial review

Financial reconstruction, valuation triangulation, equity story development, teaser drafting

Package 2 clients move into investor mapping, outreach, and deal facilitation

Flexibility: Early-stage sellers can pause after Week 6 with a shelf-ready teaser. Active sellers run as a continuous mandate.

Serving both Early-Stage Sellers building readiness and Active Sellers seeking a transaction.

# Why this model works for the Vietnamese SME landscape



## Grounded Valuation

We don't guess. We build valuation bands you can defend using real revenue/EBITDA multiples.



## Inseparable Process

The financial reconstruction feeds the valuation, which feeds the teaser. No silos.



## Strategic Flexibility

Buy preparation without committing to a full market process, or engage end-to-end.



# Ready to define your market value?

Let's build the foundation for your transaction.

## Your story, institutionally prepared.