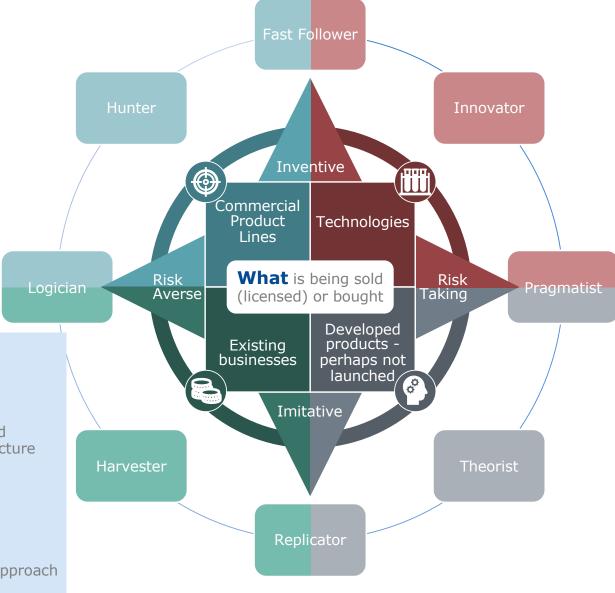
## **Business Development Compass™**

- Gaining a clear understanding of buyers' cultures helps to identify real potential transactions for what is being sold or licensed, rather than tire kicking.
- This may also likewise be true for buyers - clear organizational self awareness helps improve efficiency and likely success.
- Sellers or licensors use the compass to plot and sort potential buyers, and buyers use the compass to screen and sort potential deals.





Slowest - patience needed Long-term horizon Investor boom mentality



Revenue Delay
Typically investors are in same field
Leverage buyer's existing infrastructure



Fast
Integration critical
Works in bull market



Fastest
Private equity vs. venture capital approach
Works in bear market

