

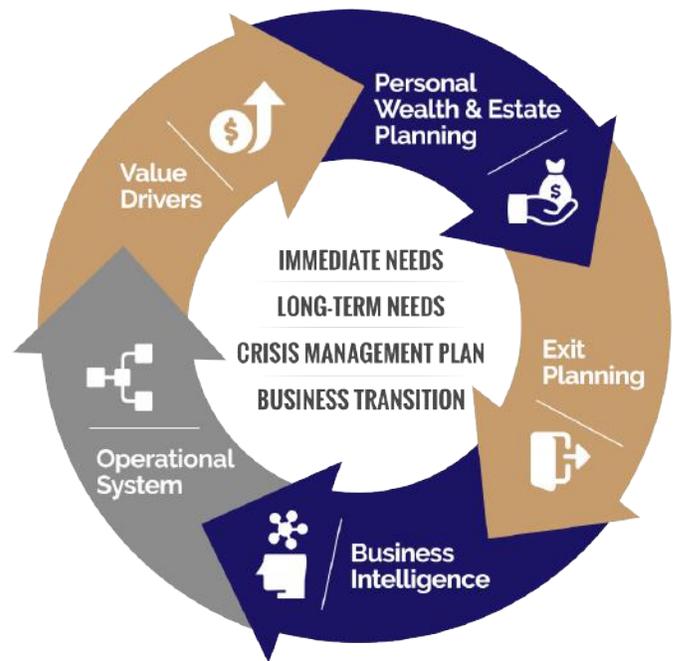


LIONSHARE
PARTNERS

Every company has the following needs during its lifetime:

- IMMEDIATE NEEDS >
- LONG-TERM NEEDS >
- CRISIS MANAGEMENT PLAN >
- BUSINESS TRANSITION >

Let Lionshare Partners review your financial systems, help put more cash in your business and prepare you for the perfect exit .



If you're not happy with the current state of your company, you have three choices. You can live with it, leave it, or change it. If the first two are not an option, it's time to admit that you don't want to live this way any longer. Change is scary. If you cannot risk, you cannot grow. Your company should be progressing every 90 days.

What I teach business leaders is simple, but not simplistic. I help them remove common frustrations by implementing the same basic tools that successful companies employ. Simplifying, applying technology to, documenting and fine-tune all of your core processes (e.g HR, marketing, sales, operating, customer-retention, accounting, etc). As a result, business leaders come out feeling more in control, enjoyment and less stressed. Their companies are more profitable, more focused and staffed by great employees. Our system is about embracing change and these three fundamental beliefs:

- ▶ You must build and maintain a true leadership team (not dictatorship) that all agree the problems in the company are also their problems.
- ▶ It's inevitable you hit the ceiling on three different levels: as a company, departmentally and as individuals.
- ▶ You must have one abiding vision, one voice, one culture and one operating system.

You are not your business. Your business is an entity in and of itself. Yes, you created it, but to find success, you have to turn it into a self-sustaining organism. Reaching the next level requires more than just a widget or service, or a simple determination to succeed. You need skills, tools and a system to optimize your people, processes, execution, management, and communication.

One thing I've learned from working with business leaders for over a decade is our system is not for every business leader. The simple truth is for a satisfactory engagement the members of the leadership team must be growth-oriented (either internally or externally) and willing to be vulnerable or open-minded.

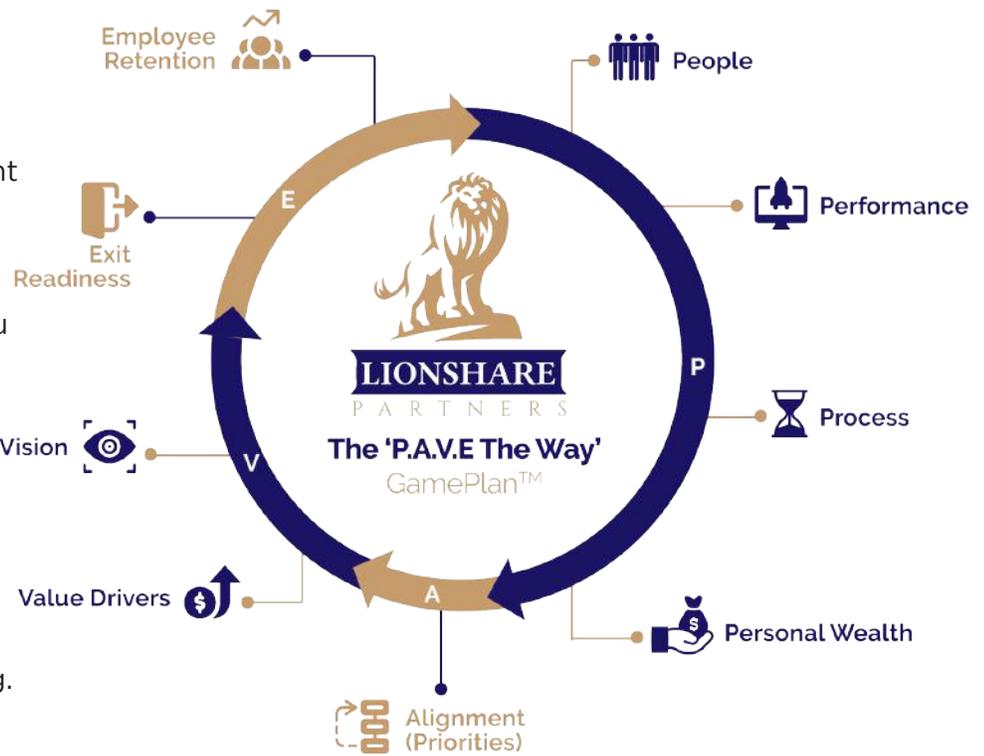


If you want to be a growth-oriented business leader, start by asking yourself these questions about your business goals, instead of going straight to numbers:

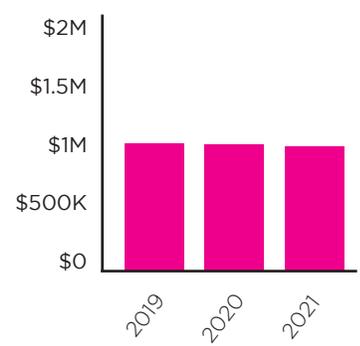
- ▶ What makes your business unique? What do you love about it?
- ▶ What areas should you delegate more to elevate yourself to operate at your highest and best use?
- ▶ What are your sales or growth goals for the next year?
- ▶ Tell me about your ideal customer: What are their needs? What problem do you solve for them?
- ▶ Who do you rely on to do what you do? What do they do for you?
- ▶ What do you need in order for your business to run perfectly?
- ▶ Are your scorecard data points leading or lagging (e.g. financial results)?

The 'P.A.V.E The Way' GamePlan™

This proven nine-step process helps business owners stay on track with their business goals, paving the road to a greater level of success.



Our strategy, operations and financial consulting services focus on improving the value of your business. Our services can be tailored to meet your needs - from objective evaluations to working side-by-side with your staff; we are comfortable with hands-on detail management, business planning and implementation.



Revenue	Jan '19	Feb '19	Mar '19	Apr '19	May '19	Jun '19
Bike Sales	\$52,800	\$70,675	\$72,050	\$78,650	\$78,375	\$79,200
Totals	\$52,800	\$70,675	\$72,050	\$78,650	\$78,375	\$79,200

Services Include:



Business Valuation:

Our Conclusion of Value report has all the bells and whistles. These reports are required for estate planning and SBA loans. A Calculation of Value is an abbreviated report. It provides an estimate of the business value for those considering the possible sale of their business or for those going through an amicable divorce and want a mutually agreeable value to place on the business.

Financial Modeling, Forecasts and Budgets:

We help growing companies build business projections to test key assumptions and determine the ROI and break-even points. We also assess various market and operating scenarios. For cash constrained companies we build cash flow projections to plan for potential shortfalls.

Management Reporting, Dashboards and Key Performance Indicators:

Timely and meaningful information is critical for effective business management. We help define, design and implement a dashboard of relevant key performance indicators (KPIs) and build monthly financial reporting packages which focus on the health of the business.

Profitability Analyses:

We help companies understand the economics of their business to discover which products are the most and least profitable. We develop strategies to maximize profitable growth based on the most impactful profitability levers – price, volume, labor, materials or expenses.

Organizational Restructuring and Efficiency Improvement:

We help organizations become more efficient and effective by assessing the current state of their capabilities, capacity, roles, responsibilities and processes. We ensure processes are efficient and aligned with specific roles, workloads are balanced, and policies and procedures are documented.





LIONSHARE
P A R T N E R S

TURN WHAT-IF TO WHAT-NOW

If your business is facing uncertainty, considering several different “what-if” scenarios and coming up with a plan will be critical to business survival.



During a financial crisis, business owners must make tough decisions to determine if they should move full steam ahead, pause, reorganize or re-open after an extended period. Are you making decisions based on your gut? Now more than ever, it is important to have the data at your fingertips to be making the right decisions. Regardless of how much you anticipate the impact will have on your business, a budget will help you navigate this financial crisis. Use this time to “Sharpen the Saw.” Eliminate system errors and inefficiencies, streamline financial system operations and processes, re-focus and train staff, and have a better way to run your business.

Here are just a few what-if scenario questions to ask yourself as you develop different scenarios:

- ▶ **Time to recovery:** Think about how the world will recover from the current economic crisis. Will businesses open slowly? Or will it take time?
- ▶ **Impact on sales:** If sales go down 30%? What do we do with payroll and expenses? What if they go down 50%, or 70%? What then?
- ▶ **Length of crisis:** What if the downturn lasts two months? What if it lasts six months? A year?
- ▶ **Impact of social distancing:** How long will social distancing have an impact and how long will it last? Does that impact your business?
- ▶ **Financing options:** Can I get an emergency payroll loan? How does that impact the numbers?
- ▶ **Scarcity:** Will key inputs (such as raw materials for assembly) be scarce? What if their price goes way up and availability way down.
- ▶ **Retaining your workforce:** How long can I keep my people without having to let people go. What will be the cost of letting somebody go when it includes recruiting and retaining a replacement later when the economy recovers? Would an overall cut in payroll be an acceptable compromise? Should the executive team take a cut first?
- ▶ **Cutting expenses:** Which of my expenses are truly discretionary? How much damage does each cut do?

The difference between the companies that survive a crisis and those that don't? Focusing on cash flow. Stick to the data. If you don't have a forecast. Now more than ever, managing your cash flow is the lifeblood of keeping your business on the right path. Start with your cash flow forecast - your projected sources and uses of cash, then revisit cash flow best practices. You'll be able to navigate the road ahead and recover more quickly. See how you can 'Put Your Numbers to Work' by creating a monitoring system for leading indicators and learn how to read your KPIs to make data-driven decisions. Cut 'below the line' costs first and then review 'above the line' people. Who is irreplaceable? Who to furlough? Don't forget to play offense. Get better by 'sharpening the saw'.



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Lionshare Partners works with your CPA to provide turn-key tax solutions for your businesses. By focusing exclusively on value-added tax services that complement your traditional tax and accounting team, we always deliver quantifiable benefits clients. Our firm provides access to our network of experienced industry leaders. We help determine which tax programs benefit clients and stay committed to handling each relationship with care and diligence. Our ability to work seamlessly with your team is the reason so many tax professionals and businesses across the nation trust Lionshare.

Federal credit worth approximately 10% of every qualified dollar spent on designing/developing brand new or improving existing products, techniques, processes, software, and formulae. Yes, you heard that right – and now even more industries qualify for the R&D tax credit than ever before. Plus, new R&D tax credit regulations allow eligible taxpayers to review tax years – three years plus the current year – for credits that were never claimed. R&D tax credits are for businesses of all sizes, not just major corporations with research labs. My clients are realizing tax credits between \$40K and \$80K per year. Isn't this significant source of cash and tax reduction worth exploring?

For commercial property owners and companies, we help locate hidden savings through cost segregation. Any building improvement over \$750,000 should be reviewed for proper classification of the individual components for tax depreciation, and retirement purposes. On average, the savings is roughly 15 to 30 times the cost of the study. The ideal time for a cost segregation study can vary depending on a client's tax situation.

Using KBKG's detailed Industry Matrix helps quickly determine which tax credits and deductions apply by industry at a glance and provides some insight to ensure that businesses are seeking out all potential benefits.

INDUSTRY	R&D TAX CREDITS	REPAIR/ ASSET RETIREMENT	45L TAX CREDITS	179D TAX DEDUCTIONS	COST SEGREGATION / FIXED ASSET
Affordable Housing		✓	✓	✓	✓
Agriculture, Forestry & Fishing	✓				✓
Architecture & Engineering	✓			✓	✓
Auto Dealerships		✓		✓	✓
Communications & Utilities	✓	✓		✓	✓
Construction	✓				✓
Film & Music	✓				✓
Financial Services	✓	✓			✓
Government Contractors	✓			✓	✓
Healthcare	✓	✓		✓	✓
Home Builder		✓	✓		
Hotels	✓	✓		✓	✓
Logistics & Distribution	✓	✓		✓	✓
Manufacturing	✓	✓		✓	✓
Mining	✓				✓
Multifamily Developers		✓	✓	✓	✓
Oil & Gas	✓	✓			✓
Pharmaceutical	✓	✓		✓	✓
Professional Services	✓	✓			✓
Real Estate		✓		✓	✓
Restaurants		✓			✓
Retail	✓	✓		✓	✓
Technology / Software	✓	✓			✓
Transportation	✓				✓
Wholesale Trade	✓	✓		✓	✓

Get Your Financial Check-Up

- ▶ The Benchmark Study with the smaller business in mind. See your business trends.
- ▶ Compare your business with others of similar size in the industry.
- ▶ Learn what your financial ratios are telling you.
- ▶ Create a targeted action plan.
- ▶ Affordable fixed fee, action-oriented.

