

# Our offer in Private Equity

SPP



**Private Equity firms have a need to find experienced managers to understand investment opportunities in detail.** These managers need to be available at relatively short notice to take advantage of opportunities which present themselves, from high level reviews, through to detailed commercial due-diligence. To maximize the opportunity and make sound decisions these managers need to be able to think strategically about the future direction of the firm, make objective decisions based on data and be able to present findings back to the PE firm in a clear and concise format.

**In many cases it is difficult to put together the right team to evaluate these opportunities.** The right team usually consists of people that can think strategically, as well as provide industry insight into the acquisition target. Unfortunately these qualities are rarely found in a single individual! Good people are often employed, one-man-band contractors don't always provide the grunt to gain traction quickly, and larger scale consulting firms can be cost-prohibitive.

**SPP is in a unique position to provide advisory services on both the buy and sell side of mid size and larger business transactions .** The people at SPP have a wide range of experience – as strategy consultants, as well as operational management roles. This experience translates to the following capabilities:

- Business opportunity assessment and business planning, particularly for growth companies
- Growth/M&A strategy development
- Target assessment and preliminary (desktop) due diligence
- Management of detailed due diligence
- Commercial due diligence
- Fund raising
- Transaction origination and transaction management
- Post merger project management

**SPP has developed a range of unique approaches in assisting with growth-focused ventures and acquisition opportunities.** Through our experience in assisting a number of different investors and investee companies, we have developed strong growth-strategy and business development experience including the following:

- **Understanding the product or service** – communicating the product or service clearly, in laymans terms, to Board members and potential investors
- **Describing the value proposition of the target, acquirer, or merged entity**– clearly understanding the value proposition for the customer including features and functionality, price, barriers to use, and changes in experience
- **Sizing the market** – having a strong, practical approach to market sizing, including both top-down (broader market base) and bottom up (distribution based) market sizing
- **Understanding the industry** – understanding the idiosyncrasies of a given industry, the value chain, and the challenges facing a new business in getting its technology adopted
- **Describing the competitive landscape** – understanding competitor offers, the firms unique competitive advantage and the sustainability of this advantage
- **Mapping the financial opportunity** – using detailed cash flow analysis, understanding what sort of cash is required to sustain the business, based on a realistic estimate of sales, operational costs, and capital costs
- **Identifying exit paths** - identifying likely valuation scenarios and possible exits for the business
- **Assisting with Business Development** - assisting with trial sales and business exits

**Our experience in this area is strong.** SPP continues to serve a wide range of investors and investee companies in the late stage private equity space. Clients we have provided these services to include the following:

- Village Roadshow
- CEGT/Cleantech Ventures
- Powercor/Citipower
- Colliers International
- MYOB
- C&S (Business Opportunity in Food and Beverage)

**To find out more about our offer to late stage Private Equity, please contact Phil Noble on [phil.noble@sppconsulting.com.au](mailto:phil.noble@sppconsulting.com.au), or call Phil on 0438 000 200.**