

DUE DILIGENCE PREP

**64-POINT DUE DILIGENCE PACKAGE
HIGHER VALUATIONS, GUARANTEED**

FINANCIAL

1. Existing Business Model Audit/Report
2. New Revenue Stream Creation Recommendations
3. Profit Margin analysis and Margin Analysis (Per SKU)
4. Financial Modeling (Historic, Projected, and Growth)

PRODUCT

5. Competitor Analysis including Pricing Analysis
6. Pricing Strategy (Product, Service, App or Subscription)
7. Legal and Intellectual Property review, Addition, Protection and Strategy
8. Web, App, Social Media and Ad Copywriting Review

MARKETING

9. Website Functionality Audit w / 3rd Party vendor
10. Marketing Analysis (current market)
11. Competitor Analysis
12. Project market growth and trendcasting
13. Overhead and Manpower Study (and staff growth strategy)

GROWTH

ASSET ANALYSIS

14. Audit of Management Processes and Training Programs
15. Vendor Contract Negotiation
16. Sales/Market Placement Review
17. Advertising Strategy Recommendations
18. Media Introductions, Press releases, and PR Introductions