



DISCOVER The Opportunities in Your Business



- ***What is the real performance opportunity of the organization?***
- ***What is the probability of meeting the revenue plan?***
- ***What is the right value?***
- ***Where is the organization as compared to others at the same point in time/"Best in Class"?***

Performance Based Acquisition Assessment Tool- *Provides the Acquirer with the Knowledge of the Risks to Success*

PBIA. Working with the management team as well as the acquiring team the software suite is executed to clearly understand and value the following:

- The enterprise focus
- The enterprise strategy
- Enterprise financial environment & performance
- The business model
- The market and market growth
- Target buyer demographics & sales cycle in the target market
- Route to market, sales channels, business partners and sales cycle
- Buyer identification
- Customer / buyer connectivity
- Value and risk identification process
- Innovation process
- Value and risk to the customer process
- Technology leadership
- Management knowledge, experience and performance (KEP) of the IT technology & solution used by for the enterprise
- Management knowledge & experience in the market in this market segment
- Cause of the problem this enterprise plans to be solved with this initiative
- Intellectual property identification & protection
- Senior management performance

The scoring from the one day assessment as well as the interviews and research with potential customers, business partners, etc. is used to identify the realistic value of the enterprise.

Outputs from PBIA.

NorthPoint Acquisition Suite and Investor PBIA Software (Performance Based Investment Assessment)														
Performance Based Risk Assessment Funding Assessment Results														
Confidential To NorthPoint ®														
Acquisition Asking Price	\$188,750,000			Enterprise Scoring Points	Best In Class Points	Performance Percentage	Normal Profile \$ - % Released	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6	
Hardware Company								65.00%	35.00%	0.00%	0.00%	0.00%	0.00%	
Revenue CRG	5.20%	Potential Revenue CGR	14.40%					*****	\$66,062,500	\$0	\$0	\$0	\$0	
EBIDTA	2.45%	Potential EBIDTA	12.77%											
								Budget Years	Year 1		Year 2			
								Time QTRS	3.00	1.00	1.25	1.40	1.35	1.25
								Cum QTRS	3.00	4.00	5.25	6.65	8.00	9.25
								Years	0.75	1.00	1.31	1.66	2.00	2.31
								Yearly Budget		\$188,750,000				
								Year	FY 1		FY 2			
NorthPoint Software Suite				Software Provides										
MDD - Market Opportunity Development	Market Size	66,456	123,231	53.93%				87.00%	13.00%					
OVA- Offering Value Assessment	Market Knowledge	56,766	105,575	53.77%				67.00%	24.00%	9.00%				
BSNA - Buyer Seller Needs Assessment	Buyer Interviews	67,563	124,464	54.28%				76.00%	13.00%	11.00%				
MMM - Market Message Management	Marketing Message	64,556	107,654	59.97%				17.00%	35.00%	31.00%	17.00%			
BSMM - Buyer Seller Market Management	Offering Validation	62,234	119,235	52.19%				16.00%	53.00%	39.00%				
SACO - Sales Assessment Customer Offering	Sales Training	44,567	116,900	38.12%				23.00%	72.00%	5.00%				
Investors Software - PBIA Scoring														
Performance PBIA Index	51.66%	362,142	697,059	51.95%										
Integrated Performance	49.53%													
Recommended Price / F	\$93,479,242							\$188,750,000		\$0				

If you know what, where and how important the risks are, one can make the decision to acquire and if so, how much.

NorthPoint's software accelerates the opportunity to identify the required tracks of effort to obtain the required Value

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