

## Small-Business Valuator™

*Measuring and Communicating your Enterprise's Full, True Value*

### The Problem

As a small-business owner and manager, you need to know – and sometimes, communicate – your business's total value, which includes both its tangible and intangible assets and liabilities. You also need to be able to determine if that value is increasing or decreasing over time, by how much, and why.

However, by their inherent nature, intangible assets and liabilities are difficult to measure either reasonably or consistently, so if your business's overall value has a significant intangible component – and most do – it can be time-consuming and ultimately frustrating to try to identify and measure those intangible assets and liabilities.

### Our Solution

SynOvation Solutions offers its unique Small-Business Valuator™ product, which is a powerful and easy-to-use spreadsheet that lets you simply fill in simple and straightforward values about your business, then calculates and displays your business's full value – both tangibles and intangibles – in a high-sizzle and easy-to-follow format similar to a standard balance-sheet statement (but, of course, including intangibles that no balance sheet you've ever seen tracks!).

You can use Small-Business Valuator™ as often as you like, both to try out scenarios as you consider differing business directions and to re-measure your full, true value periodically to underscore your progress and improvement.

Small-Business Valuator™ comes with complete and easy-to-follow instructions, and exists both in industry-specific and cross-industry versions so you can use the version that best fits your business.

### Small-Business Valuator™ Benefits

Our Small-Business Valuator™ service provides you these key benefits:

- Low cost, easy to use, and compelling results
- Use again and again to measure your ongoing progress and growth
- Executive and management awareness of your full, true value and its contributing factors
- Ability to communicate – intelligently – your full, true value to stakeholders and potential investors\*
- Full return on your investment – both your time and your money – in as little as 3 days!

(\* - Subject to SEC laws regarding disclosure of material information if you are a public company; please consult with your legal and financial professional advisors before disclosing material information outside of your own management)