

A close-up photograph of a green leaf, showing a prominent central vein and several smaller veins branching off. The leaf's surface is covered in a fine, intricate network of smaller veins, creating a complex, web-like pattern. The overall color is a vibrant, slightly yellowish-green.

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**THE BRODE GROUP**

# About The Brode Group



We are a specialist financial modeling services company working with Founders/CEOs/Presidents and investment bankers. We communicate business strategies through financial models to support capital formation transactions and corporate development deals



Founded in 1990 and located in Boulder, CO



Clients include Pacific Bell, Vodafone, Open Range Communications, Chevron, Exclusive Resorts, Pearl Street Capital Group, Coles Myer and numerous startups

# What are your challenges?

## Raising Money

- ➔ How much?
- ➔ How to communicate the business economics to investors



## Setting a Strategy

- ➔ Sift through all the possible scenarios & go-to-market options
- ➔ Identifying & quantifying sensitivities of key variables
- ➔ Identify the business drivers to maximize the current valuation
- ➔ Develop a coherent financial strategy that support the business plan

# What The Brode Group can do for you

## Fine Tune the Business Strategy

- Work together to develop what's needed to explain the business model in the funding process.
- Implement Excel software model for internal use and distribution to investors.
- Compose a very flexible what-if scenario analysis.

## Investor Presentation Materials

- Complete financial model package to support business plan.
- Prepare all pro-forma statements and capitalization tables.
- Provide consulting support to explain the model and present it to investors.



# Why David Brode?



## Experience

Years of management consulting experience



## Skills

Killer Excel modeling skills



## Expertise

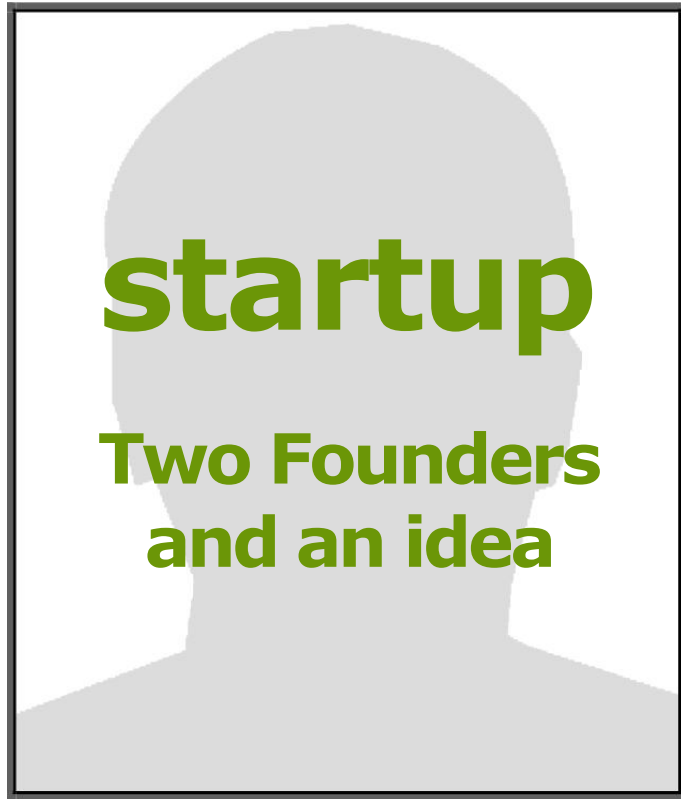
Deep corporate finance expertise



## References

Impeccable references (what really matters)

# Example: Inspirato



## ➔ **The Challenge:**

- ➔ Determine if business model worked
- ➔ Find critical drivers and communicate plan to investors

## ➔ **Our Work:**

- ➔ Worked with founders through many iterations
- ➔ Discarded initial exciting idea after it didn't pan out
- ➔ Found workable structure & produced investor package & presented to investors

## ➔ **The Outcome:**

- ➔ Company raised \$4M in under six months

# Example: Market Force

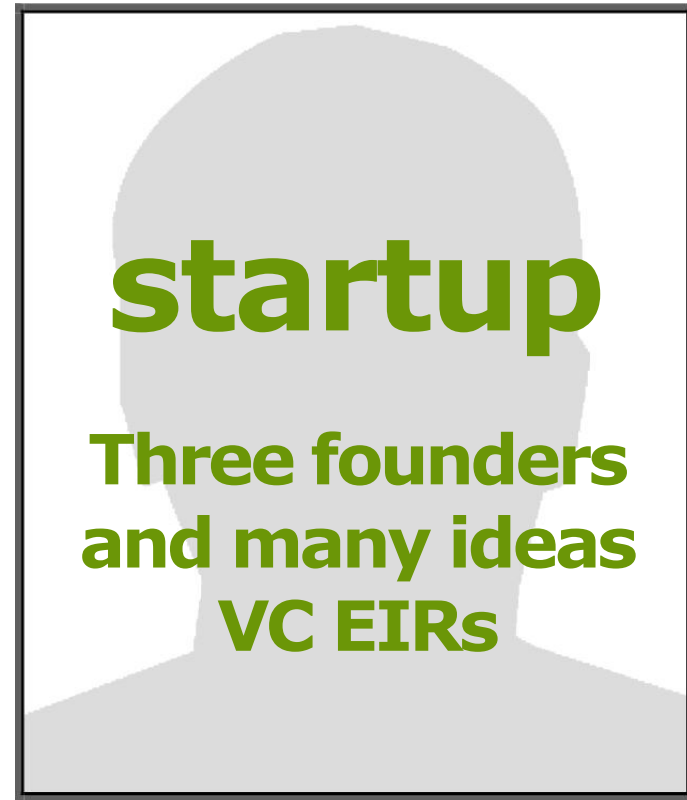
## ➤ The Challenge

- Work with team to create detailed financial strategy to convince management and investors to move forward
- Key considerations included:
  - Rollup model with multiple acquisitions
  - Cost efficiencies and top-line improvement on core business
  - Present transformational strategies

## ➤ Our Work:

- Created complex financial model with very powerful scenarios around rollups to fine-tune the strategy
- Conceptualized business model essence and captured in Excel model
- Worked through dozens of iterations to arrive at final answer

- **The Outcome:** Company closed on \$19M initially and completed its platform acquisition



# Next Steps



**Speed**



**Precision**



**Reputation**

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