

Seattle Hill Ventures, LLC

Optimize Your Bottom Line

Optimization Efficiency Score (OES)

Healthcare Technology Start up Comprehensive Review

November 2, 2023

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The information included in this report is deemed confidential and is provided solely for use by the customer noted above

The number of similar organizations you were compared against:

185



We hope this information is helpful as you continue to build your business.

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Healthcare Technology Start up
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Comprehensive Review

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Section One - Your Numbers and Areas of Focus and/or Opportunities

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	Score	% to Optimum
General Business	39.00	54.17%
Competitive Positioning	17.00	78.16%
Marketing Capability	14.00	80.00%
Product Positioning	19.00	72.38%
Financial	(8.66)	-24.33%
Efficiency	3,233.54	911.52%
Overall Optimization Efficiency Score	663.98	543.82%
Efficiency of Resources	28.34	41.71%
Effectiveness of Operating Infrastructure	1,954.52	842.31%

Optimal Efficiency Improvement Assessment (OEIA)

Seattle Hill Ventures Optimal Efficiency Improvement opportunity was not assessed.

Likelihood of Success:

% to Optimum

Excellent - (Between)	70.0%	130.0%
Very Good - (Between)	130.0%	160.0%
Very Good - (Between)	40.0%	70.0%
Good - There appear to be opportunities to improve - (Between)	10.0%	40.0%
Good - There appear to be opportunities to improve - (Between)	160.0%	190.0%
Improvement is necessary - (Less Than / Greater Than)	10.0%	190.0%

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Areas of Focus and/or Opportunity	OES Score	Relative Importance
Revenue Enhancement	22.5	16.3%
Operating Expense Enhancement	17.3	12.5%
Cash Management Enhancement	15.0	10.9%
Cost of Goods Enhancement	12.0	8.7%
Debt Management	11.3	8.1%
Equity Improvement	10.0	7.2%
People Management	10.0	7.2%
Customer Satisfaction Improvement	8.0	5.8%
Customer Retention	7.0	5.1%
Market/Marketing Focus	6.0	4.3%
Product Positioning	6.0	4.3%
Sales Close Ratio Improvement	5.0	3.6%
Receivable Management	4.0	2.9%
Inventory Management	4.0	2.9%
Rework / Customer Focus Enhancement	0.0	0.0%
Ability to Raise Capital	0.0	0.0%
Strategic Focus	0.0	0.0%
Customer Resonance	0.0	0.0%
Management Experience	0.0	0.0%
Talent Management	0.0	0.0%
Business Focus	0.0	0.0%
Competitive Position	0.0	0.0%
Product Portfolio	0.0	0.0%
Product Resonance	0.0	0.0%
Talent Acquisition	0.0	0.0%
Employee Awareness	0.0	0.0%

Based upon the information you provided, it appears you have a number of areas needing attention. If these are not addressed, the chance of long-term success seems limited. Please review the information in this report for areas to focus on and/or enhance.

This information highlights the areas of focus and opportunity that may provide you the best chance to enhance your business.

This is a snapshot and can be improved by implementing specific actions. Please contact us at 570-951-7152 or SeattleHillVentures.com for additional support.

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Section Two - Your Detailed Analysis

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Strategic:

You represented that you are in business with the desire to meet customer needs.

You indicate your business has been in existence for some time. This is the most important time to re-evaluate your effectiveness and efficiencies since you may be missing potential growth opportunities.

You have a lot of your personal capital in this venture. It will be critically important to be operating at maximum effectiveness.

You seem to have ventured into this business after much thought. Thoughtful strategic development and operational focus are critical to your success.

Your competitive position may not be as strong as you would like it to be. Understanding the competition is critical to your business success.

It appears that your location will facilitate the customer attention that is important in growing a business.

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Operational:

Your marketing approach appears to be strong. Understanding how to market your products and services and attracting new customers is critical to business success.

Your product portfolio may not meet your customers needs as well as it could. Knowing what your customers want and/or need and fulfilling they want/need is critical to business success.

You appear to be utilizing more resource than is needed based on your income statement and balance sheet. Improving your operating effectiveness is critical in order for your business to sustain itself.

The finding/suggestion noted above should be an immediate focus.

It appears you may have opportunities to utilize the operational infrastructure to improve your earnings power.

The finding/suggestion noted above should be an immediate focus.

It appears you may not be doing the best job possible meeting the service and quality needs of your customers. This is often the most critical component of success since it leads to positive word of mouth and repeat customers.

The finding/suggestion noted above should be an immediate focus.

It is evident that by improving the business environment for your people you may improve your earnings position.

You appear to have satisfied customers. This is important as you work to grow and improve your earnings.

It appears your ability to effectively monetize staff to retain customers should be addressed. There are always opportunities to improve this item and, in turn, improve growth.

The finding/suggestion noted above should be an immediate focus.

It seems there may be opportunities to better leverage your people toward earnings and growth.

The finding/suggestion noted above should be an immediate focus.

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Financial:

Your financial resources appear to be underutilized. Maximizing the use of your balance sheet and use of capital would likely to improve your business and would likely lead to increased growth.

The finding/suggestion noted above should be an immediate focus.

There is evidence you may not be maximizing your assets toward generating revenue.

The finding/suggestion noted above should be an immediate focus.

It appears that you are doing a good job relative to keeping up with your bills.

You do not seem to be utilizing your debt in a manner that is optimal.

It appears there are some improvements needed in order to utilize your short-term debt in an effective manner. Appropriate use of debt is important in supporting your growth plans.

There appear to be opportunities to more effectively manage your inventory and accounts receivables. Effective management of these assets can lead to a better cash position and increased earnings power.

The finding/suggestion noted above should be an immediate focus.

It appears you may need help to more effectively manage your non-sales related expenses. Effective management of these items is critical for better cashflow and earnings growth.

It appears your business is generating an appropriate return on your equity.

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Based upon the information received from you, we highlight the following:

The following represents important metrics that could impact your likelihood of success.
Product & Service Quality: The quality of your products appears to be good. No immediate improvement opportunity is noted, but continue to monitor.
Market Conditions and the Impact on The Business: You appear to understand the critical conditions that impact your business. No immediate improvement opportunity is noted, but continue to monitor.
Advertising Effectiveness: Your advertising approach appears to be reasonable. No immediate improvement opportunity is noted, but continue to monitor.
Product Resonance - Tailored to Customer: Your products and services appear to meet your customers' needs. No immediate improvement opportunity is noted, but continue to monitor.
Product Resonance - Accessible: You appear to be accessible to your customers. No immediate improvement opportunity is noted, but continue to monitor.
Cash Available to Pay Current Bills: You may have difficulty meeting your short-term payment requirements. Correcting this situation will improve your growth opportunities and will enhance your earnings. You may want to consider raising additional funds. The finding/suggestion noted above should be an immediate focus.
Revenue Receipt Management: You should work more aggressively at collecting monies owed by your customers. This is critical to allow continued investment in your business and to optimize your cashflow. The finding/suggestion noted above should be an immediate focus.
Capital Management You do not appear to be utilizing debt in an effective manner. Better balancing your debt could enhance your cashflow and investment opportunities.
Sales and Distribution Effectiveness: Your ability to finalize sales to prospective customers is not optimal. You should evaluate your product and distribution capabilities and should assess the quality of your sales force.
Staff Effectiveness: Your business seems to have more people than is optimal, given the level of revenue generated. It is important to review your staff to ensure that the right people are performing the most appropriate jobs and to ensure that the overall productivity of your staff is appropriate. The finding/suggestion noted above should be an immediate focus.
Quality of Products and Services: The level of rework and/or returns is not optimal. Improving your quality assurance procedures will help improve your sales and earnings. You should consider reevaluating your operational control environment.
Customer Resonance: Your customers seem satisfied with your products and services. No immediate improvement opportunity is noted, but continue to monitor.
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Based upon the information received from you, we highlight the following:

The following represents important metrics that could impact your likelihood of success.

Cost of Operations:

Your responses indicate the cost to manufacture your products and services are in line with industry norms. There is nothing to do at this time but continue to monitor.

Salaries and Wages:

Your responses indicate you are paying more for your staff than the competition. This is an area that should be addressed since it may be forcing you to raise your prices which may slow growth.

The finding/suggestion noted above should be an immediate focus.

Interest on Debt:

The information provided suggests you may not be utilizing debt as effectively as possible as you attempt to grow. There may be an opportunity to leverage your balance sheet in order to expand.

Advertising:

The information provided suggests you may be investing more on customer acquisition than your competitors. This should be assessed and address in order to ensure you are not spending than is needed to acquire customers.

The finding/suggestion noted above should be an immediate focus.

Employee Benefits:

Your responses indicate you are offering fewer benefits for your team than your competition. This may indicate that your staff may not be fully engaged while they are at work due to health or financial security concerns and is an area to address.

IT Spend:

Your responses indicate you are spending more on technology your peer group. This is an area that should be addressed since your pricing may be higher than desired or needed.

The finding/suggestion noted above should be an immediate focus.

Other Expenses:

Your responses indicate you are spending more than your peer group to run your business. This is an area that should be addressed since your pricing may be higher than desired or needed.

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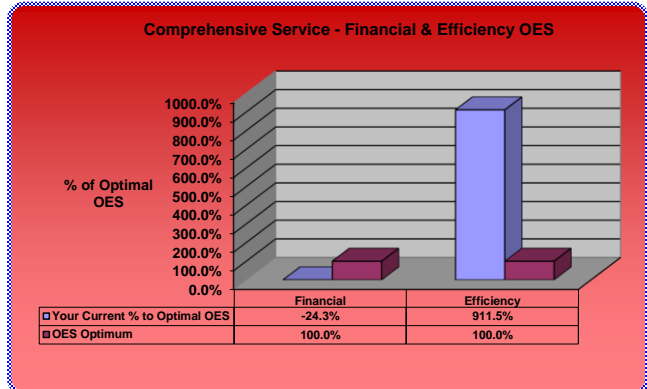
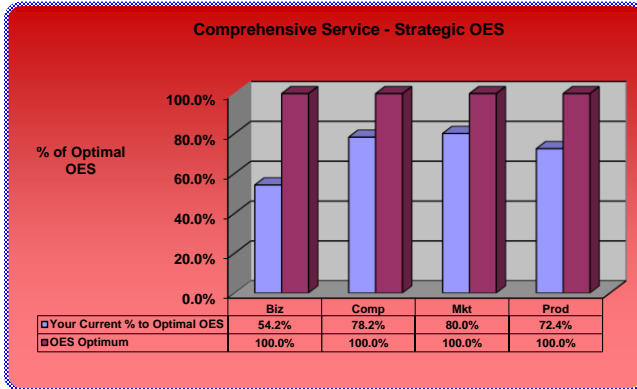
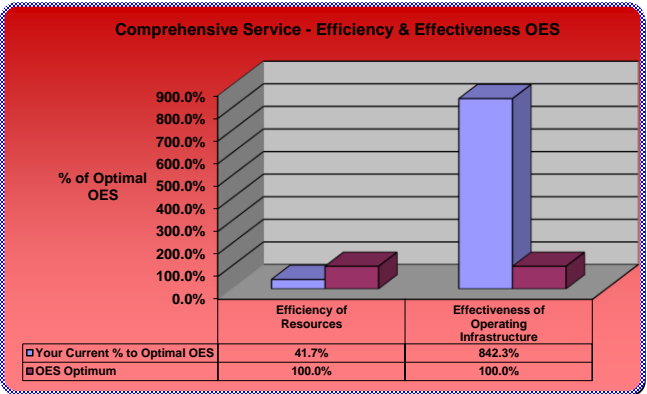
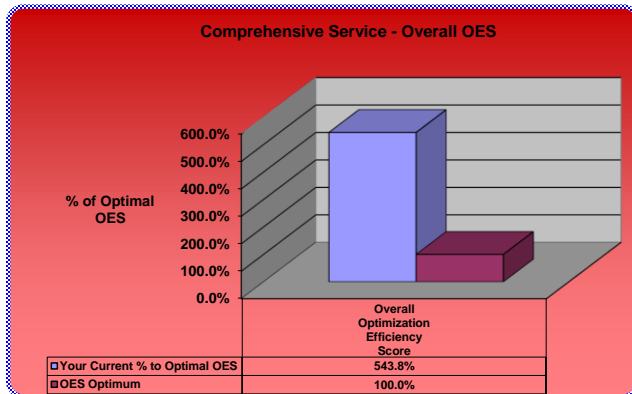
Section Three - How You Compare to Optimal Results

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"OES Optimum" represents the optimal level of efficiency and effectiveness at which your enterprise should be operating.

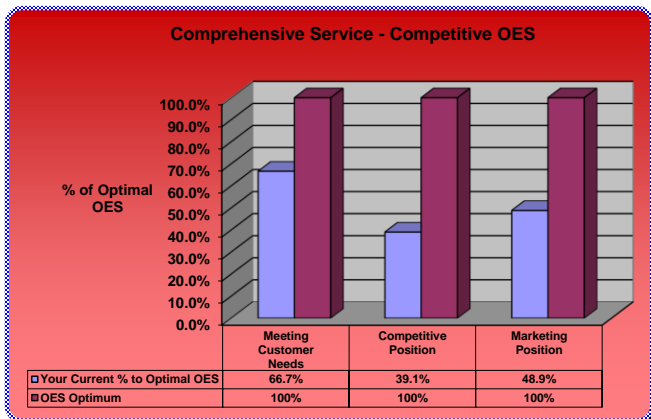
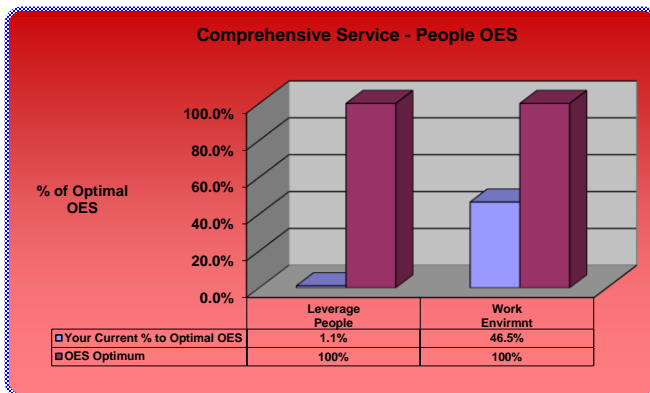
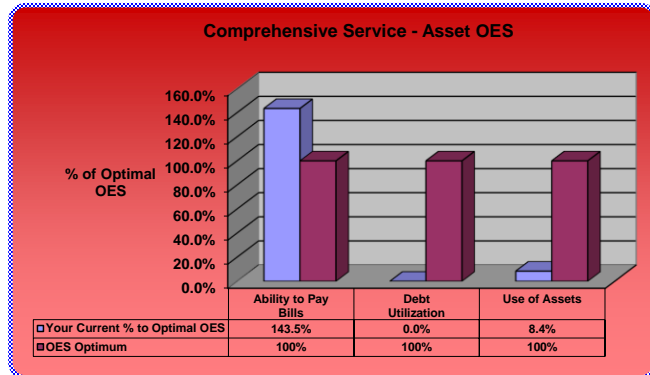
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Section Four - Your Quarter Over Quarter Trend (if purchased) and Your Comprehensive SWOT Results

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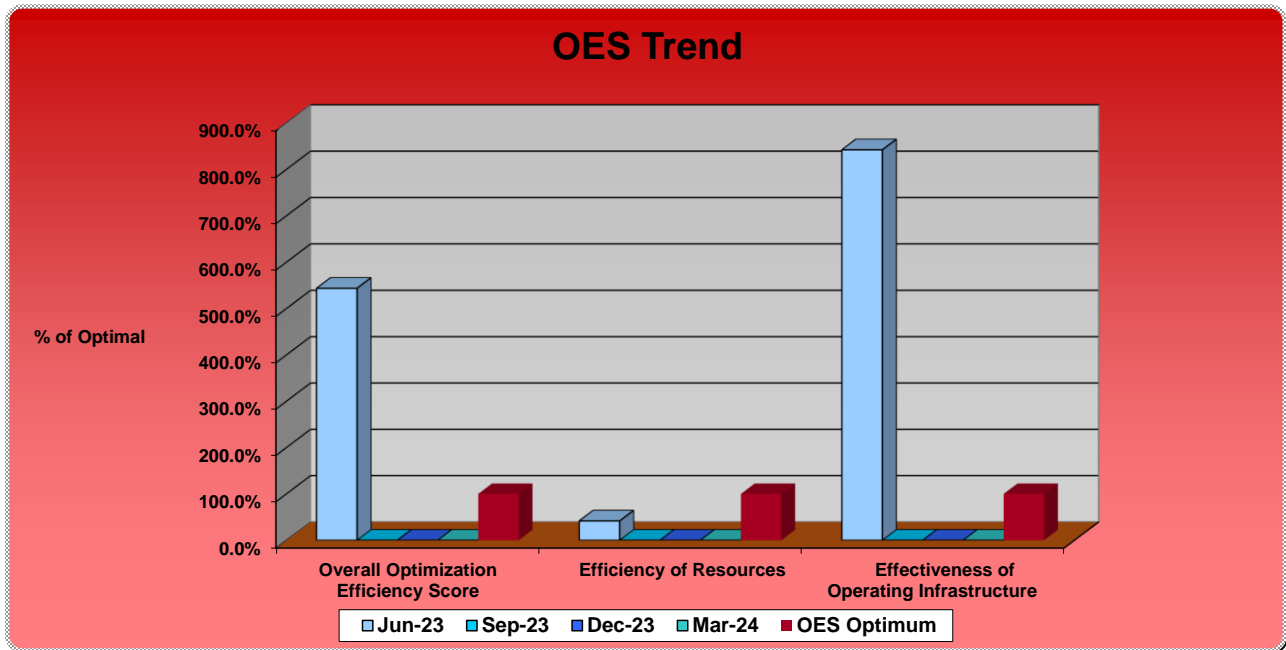
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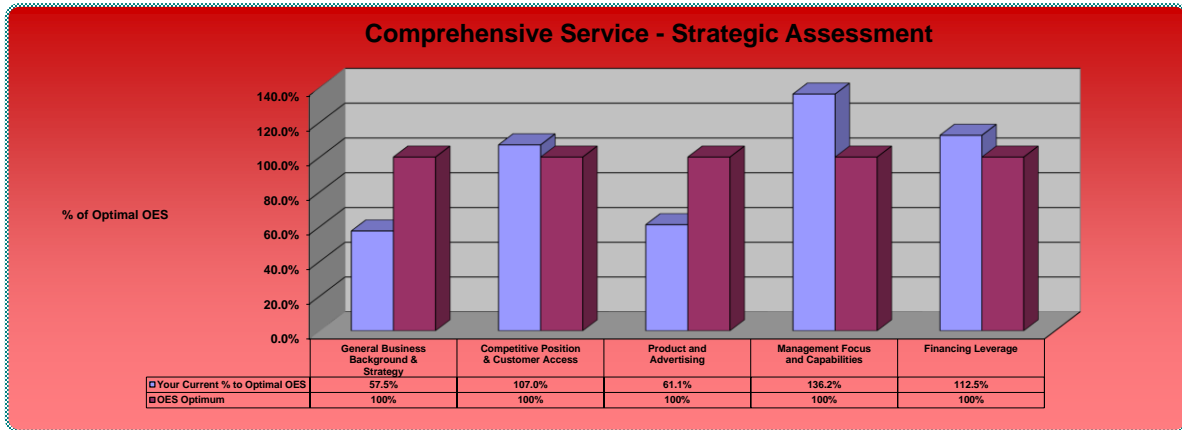
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General Business Background & Strategy:

Your responses indicate you are in business for the right reasons.

Competitive Position & Customer Access:

It appears you have a good understanding of your competitive situation and you have products and services that are resonating in the market. It is important to continue to scan the market so you can adjust your offerings as needed.

Product and Advertising:

It seems you have a product portfolio that is known to your potential customers and that is easy for customers to acquire. In order to maximize long term success, this capability is something that should be continuously reviewed and assessed.

Management Focus and Capabilities:

It looks as though you have an appropriate level of management experience and/or business knowledge. In addition, your responses suggest you have solid training programs and that you are able to attract and retain good employees. Talent management is a never ending process and should be a continual focus so that you might maximize your growth and earnings.

Financing Leverage:

Your responses indicate you have strong financial backers and you have access to additional capital. This is critical since businesses take time to fully reach their potential. You should always be on the lookout for future backers.

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Detailed Strength, Weakness, Opportunity, Threat Assessment (SWOT)

SWOT Result

Overall - Top Line Growth Assessment	Based on OES algorithms, this area appears to be managed in an effective and efficient manner.
Overall - Operating Infrastructure Assessment	Based on OES algorithms, this area appears to be managed well but you may be over investing compared to your peer group.
Overall - Balance Sheet Assessment	Based on OES algorithms, this area appears to be managed in an effective and efficient manner.
Revenue Management	Strength - relative to your peers, this area is operating at an optimal level.
Cost of Goods Management	Strength - relative to your peers, this area is operating at an optimal level.
Operating Expense Management	Weakness - relative to your peers, this area of the business is performing below an optimal level.
Customer Satisfaction	Opportunity - relative to your peer group, this area is in good shape but further emphasis will help you win in the market.
Sales Close Ratio	Threat - your peer group may be better positioned than you, so to have the best chance to compete and win, you should focus more on this area.
Use of Debt	Weakness - relative to your peers, this area of the business is performing below an optimal level.
Use of Equity	Weakness - relative to your peers, this area of the business is performing below an optimal level.
Use of Cash	Threat - your peer group may be better positioned than you, so to have the best chance to compete and win, you should focus more on this area.
People Management	Weakness - relative to your peers, this area of the business is performing below an optimal level.
Market/Marketing Focus	Opportunity - relative to your peer group, this area is in good shape but further emphasis will help you win in the market.
Product Positioning	Opportunity - relative to your peer group, this area is in good shape but further emphasis will help you win in the market.
Customer Focus	Opportunity - relative to your peer group, this area is in good shape but further emphasis will help you win in the market.
Receivable Management	Threat - your peer group may be better positioned than you, so to have the best chance to compete and win, you should focus more on this area.
Inventory Management	Threat - your peer group may be better positioned than you, so to have the best chance to compete and win, you should focus more on this area.
Customer Retention	Opportunity - relative to your peer group, this area is in good shape but further emphasis will help you win in the market.
Creating and/or Innovating Products or Services	Based on OES algorithms, this area is performing in an effective and efficient manner but continue to scan the market for opportunities.
Adjusting Business to Meet Customer Needs	Based on OES algorithms, this area appears to be performing well but, to stay ahead, focus a bit more on the competition.
Innovating Operating Process to be More Effective	Based on OES algorithms, this area appears to be performing well but, to stay ahead, focus a bit more on the competition.
Enhancing Management Oversight to be More Efficient	Based on OES algorithms, this area is in need of some dedicated focus in order to stay competitive.

This information highlights the areas of focus and opportunity that may provide you the best chance to enhance your business.

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Section Five - Glossary of Terms

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Glossary Of Optimization Efficiency Scores

Overall Optimization Efficiency Score

Quantifies your overall result and encompasses all of the information you have provided. This measure combines all of the specific OES metrics and is useful in summarizing your overall business effectiveness and opportunities.

Efficiency of Resources

Measures the efficiency of the business model relative to your marketing position and your use of financial resources. This score is important in helping you understand how efficiently you are using your resources to grow revenue and earnings.

Effectiveness of Operating Infrastructure

Measures how well you utilize your people and your operating infrastructure toward growth. It allows you to understand how well your organization is focused on overall growth objectives and how effectively you are servicing your customers.

General Business

Quantifies how well positioned your business is to meet your customer's needs. It offers the perspective as to whether or not your business is optimally focused on your customer's needs.

Competitive Positioning

Assesses how effective you are meeting the daily needs of your customer. It allows you to understand how well positioned you are to attract and retain customers.

Marketing Capability

Evaluates how effective you are at communicating your products and services to your current and potential customers. This is a critical measure to help you maximize your revenue opportunities.

Product Positioning

Measures the depth and breadth of your products as well as your success at having the products available when needed. Offering the products and services your customers need, and making it easy for your customers to buy your products, is critical to grow your business.

Financial

Assesses how you are leveraging your financial resources. It is critical that your business is efficiently utilizing your financial resources since good financial management is critical if your business is going to reach its earnings potential.

Efficiency

Quantifies critical operating metrics and provides an overall effectiveness score. Effective, and appropriate, management of the organization and effective oversight of the operation will typically result in earnings growth.

Asset Management

Measures your ability to manage your financial assets and how effectively your business is utilizing these assets to grow your revenue and earnings.

People Management

Assesses how effectively your business is utilizing your people to achieve desired revenue and earnings growth. Staff satisfaction, their strategic awareness, their ability to effectively perform their job and their ability to focus on the customer are critical for success.

Competitive Advantage

Measures your position relative to your competitors. Differentiating your products and services will help you grow revenue and earnings.

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Thank you for the opportunity to serve you!