BUSINESS AS USUAL

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"I HOPE THERE ARE NO DISRUPTIONS OF THE COMPANY... SO THE COMPANY CONTINUES TO GROW..."

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STAKEHOLDER COMMUNICATION

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COMPILE ALL NECESSARY FINANCIALS

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PREPARE FOR SALE

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1 month - 6 months

1 PRE-DEAL

IDEA GENERATION & PITCHING

Here we put a bit of an explanation to the general activities for Phase 2. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

REACH OUT TO CONTACTS

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MEETINGS

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1 month - 6 months

2 ON THE DEAL

PREPARATION

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INDICATIVE BIDS ARE MADE

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VETTING INTERESTED

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1 month - 6 months

3 DEAL GOES LIVE

INDICATIVE BIDS

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IM/DEAL PACK

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CFO determines the final bidders for full due diligence

For a small deal, a CFO would choose data storage options like Dropbox or Box due to cost

BIDDERS BEGIN DUE DILIGENCE

When the deal goes live, Sofia encounters fervent questions from the two bidders in her inbox.

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Q&A

Aspects of Twilio's business model and Twilio's key Product Managers were questioned. It challenges Sofia's eagerness to disclose as it can lead to misinterpretation. Sofia discusses her answers with the Advisors to determine genuine interest in the sale.

Sofia requests for factory tours for Bidder One to determine strategic and cultural fit. Both bidders change their initial bids upon full due diligence

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CFO answers bidder's operation and finance questions

CFO discusses with CEO and advisors about best bidder

CFO audits question trail and document changes

FINAL NEGOTIATION

After a series of negotiations between both parties, Sofia and the CEO chose the final bidder. Twilio chose Bidder One because it was a better fit with Twilio as well as offered a higher price.

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CFO determines whether the final bid will satisfy the financial goals for the business

CFO reports to the CEO for final decision making

1 month - 6 months

4 DECISION TIME

INTENSIVE DUE DILIGENCE & FINAL BIDS

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BIDDERS BEGIN DUE DILIGENCE

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1 month - 6 months

5 POST DEAL

COMPLETION

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