

# Valuation Booster Kit

## Introduction

Whether you're preparing to sell, raise capital, or simply maximize the value of your business, timing and strategy matter. At P13:11 Partnerships, we've been on both sides of the deal table - acquiring, scaling, and advising businesses across multiple industries. This kit is designed to give you real, actionable insights that can make a measurable difference in your company's valuation.

## Valuation Readiness Checklist

- Is your financial reporting accurate, clean, and up to date?
- Are key operational processes documented?
- Do you rely heavily on a single customer, vendor, or employee?
- Can your business run without you for 30+ days?
- Do you have a clear growth strategy in place?

## Top 10 Value Drivers

1. Recurring Revenue - Predictable cash flow is gold.
2. EBITDA Margin - Clean, growing earnings make you attractive.
3. Customer Concentration - Diversify to reduce perceived risk.
4. Scalability - Can your model grow without linear cost increases?
5. Owner Dependence - The business should not rely on the founder.
6. Brand Strength - A well-positioned brand adds intangible value.
7. Tech Stack & Automation - Efficient systems = operational value.
8. Market Position - Are you a leader or a commodity?
9. Team Strength - Documented roles and leadership.
10. Clear KPIs - If you can measure it, you can improve it.

## Red Flag Risk Reducer

Buyers discount valuations based on perceived risk. Watch out for:

- Messy books or frequent accountant changes
- Verbal agreements or lack of contracts
- Pending litigation or compliance issues
- Overdependence on founder relationships
- Outdated technology or systems



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## Quick Wins for EBITDA Growth

- Raise prices on low-margin offerings
- Cut underperforming products or services
- Review vendor contracts annually
- Outsource non-core functions
- Automate repetitive processes

## Documentation Blueprint

- 3 years of clean financials (P&L, Balance Sheet, Cash Flow)
- Key contracts: customers, suppliers, employees
- Org chart and leadership bios
- Standard Operating Procedures (SOPs)
- Strategic growth plan or investor deck

## Bonus: Value Creation Playbook

At P13:11 Partnerships, we use a 4-step value creation framework:

1. Assess: Identify untapped value drivers and risk areas
2. Simplify: Streamline operations, clarify financials
3. Scale: Execute on growth levers
4. Transfer: Position for sale, partnership, or investor engagement

## Ready to Take Action?

Start with the checklist and identify your top 2-3 focus areas. Valuation is a lagging indicator - the real work starts now.

Let us know how we can help you grow or exit on your terms.

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