This is only a very basic example and we all tend to develop our own styles over time. Applying frameworks allows a consistent approach to thinking to be developed. Below is a simplified version of a Framework that LCC Asia Pacific applies.

1. **Company Data**
   - Growth Rates? IP Value? Client Profile? KPIs & Value Drivers?

2. **Comparable Data**
   - If you look at competitors how would you benchmark? What are the key value drivers to benchmark? Are there Macro Trends effecting all Competitors?

3. **SWOT Analysis**
   - How would you view SWOT on Company and Sector? Are there any “burning platforms”?

4. **Macro Data**
   - What is happening overseas & locally that can impact the Company or Sector? What does the future of the Sector look like? Is technology going to impact – and if so when (what horizon)?

5. **Private Equity**
   - Are there PE deals around the sector? What can we learn from those deals? How have “exits” performed? What are the trends in PE / VC Investment in sector?

6. **Valuation**
   - What are value observations both “Trading” Value and through “Transactions”? What are the “Yellow Flags” and are there any “Black Flags”?