

Saleability Test (15 Big Factors Driving Value)		
		# PLAYBOOKS
1	Your Compelling Story and results you achieve for customers are clear	1 Positioning
2	Industry Peers see you as top 5 in the industry	2 Marketing
3	Highest Margins In Your Industry	2 Marketing
4	Sales & Profits Growing at 25%	3 Sales
5	No One Customer Accounts for more than 5% of Sales	3 Sales
6	3 Year Horizon Shows Strong & High Growth Market	4 Product Road Map
7	Legacy Products Don't Dominate Sales & Profits	5 Product Road Map
8	Top Ten Managers Regarded As World Class	5 Talent
9	Business is NOT dependant on owner	5 Talent
10	Staff Moral and Engagemnt Are High	5 Talent
11	Current year trading and full year forecast > previous years	6 Metrics
12	Business Model Produces a Sustainable Annuity Stream Of Income	7 Business Models
13	Accounts Audited Annually By Recognized Accounting Firm	8 Risk Management
14	Legal Contracts and Filings Are in Good Order	8 Risk Management
15	Significant annual profits, EBITDA \$10m scores 5	9 Acquisitions