ASCEND
PERSONAL M&A ADVISORY

ASPIRING ACQUIRER REALITY CHECK

ARE YOU ACTUALLY READY TO BUY A BUSINESS?

MOST ASPIRING ACQUIRERS DO NOT HAVE A DEAL-FLOW PROBLEM.

They have a readiness problem. More opportunities will not help if the buy box keeps moving, the funding route is unclear, the numbers are uncomfortable, the seller conversation feels intimidating or you have no idea what happens the day after completion.

Finding businesses is easy. Being ready to buy the right one is not.

- A live deal will expose every gap much faster than another podcast or course.
- Professional fees become real before the acquisition becomes yours.
- The objective is not to feel confident. It is to become commercially prepared.

KEEP GOING IF THIS SOUNDS LIKE YOU

You are serious about becoming an acquirer.

YOU ARE EMPLOYED

You are building your acquisition journey around a job, limited time and finite personal cash.

YOU ARE SEARCHING

You are already looking at businesses or intend to start, but do not yet trust your process completely.

YOU WANT TO DO IT PROPERLY

You are not looking for a shortcut. You want to become capable enough to make a serious acquisition decision.

If you are serious about buying, score yourself honestly before increasing the amount of deal flow you create.

CAPITAL

READINESS

Do you understand what the deal, fees and working capital will actually require?

JUDGEMENT

READINESS

Can you assess, value, challenge and walk away from an opportunity?

EXECUTION

READINESS

Are you consistently speaking to sellers, reviewing deals and progressing the search?

ACQUIRER REALITY CHECK | QUESTIONS 1-8

Answer what is true today.

NO = 0 PARTLY = 1 YES = 2 | DO NOT GIVE YOURSELF THE BENEFIT OF THE DOUBT.

01 WRITTEN BUY BOX — NO PARTLY YES

You have written criteria covering size, sector, geography, profit, owner dependency and deal-breakers.

02 WEEKLY CAPACITY — NO PARTLY YES

You know how many hours you can genuinely commit to search, calls, analysis and follow-up every week.

03 PROFESSIONAL COSTS — NO PARTLY YES

You understand that legal, financial, DD and finance costs arrive before you own the business.

04 FUNDING ROUTES — NO PARTLY YES

You can identify realistic routes across cash, debt, ABL, vendor finance, deferred consideration or private capital.

05 WORKING CAPITAL — NO PARTLY YES

You understand why funding the purchase price does not automatically mean the acquired business is properly funded.

06 VALUATION JUDGEMENT — NO PARTLY YES

You can move beyond asking price and think about maintainable earnings, risk, add-backs and structure.

07 BASIC FINANCIAL LITERACY — NO PARTLY YES

You can read basic accounts well enough to identify obvious questions before paying professionals.

08 WALK-AWAY RULES — NO PARTLY YES

You know the risks or facts that would make you stop, even after you have invested time and emotion.

PAGE TOTAL

Add these 8 answers. Maximum = 16.

ACQUIRER REALITY CHECK | QUESTIONS 9-15

Answer what is true today.

NO = 0 PARTLY = 1 YES = 2 | DO NOT GIVE YOURSELF THE BENEFIT OF THE DOUBT.

09 DEAL-FLOW ACTIVITY NO PARTLY YES

You are already speaking to owners, brokers or targets - or have a clear weekly plan to start doing so.

10 SELLER CONVERSATION NO PARTLY YES

You can hold a sensible first conversation without interrogating the seller or trying to prove how much you know.

11 OWNER DEPENDENCY NO PARTLY YES

You understand the difference between buying a business and buying somebody else's job.

12 DAY-ONE THINKING NO PARTLY YES

You have thought about who runs the business, how transition works and what must happen after completion.

13 ADVISER NETWORK NO PARTLY YES

You know which lawyer, finance, tax, lender or specialist support you will need when a deal becomes real.

14 EMOTIONAL DISCIPLINE NO PARTLY YES

You are prepared to walk away from a bad deal even after months of work and professional fees.

15 ACCOUNTABILITY NO PARTLY YES

Somebody or something forces you to keep executing rather than endlessly consuming more M&A information.

PAGE TOTAL

Add these 7 answers. Maximum = 14.

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YOUR SCORE - IN PLAIN ENGLISH

So... what should you actually do next?

Add both page totals. Maximum = 30. Find your band below, then follow the next step.

MY TOTAL SCORE ______ **OUT OF 30**

0-11 STOP SEARCHING FOR NOW

WHAT IT MEANS: You are not deal-ready yet.

NEXT: Build the foundations before chasing more opportunities.

12-19 BUILD THE GAPS FIRST

WHAT IT MEANS: You have started, but a live deal could expose you quickly.

NEXT: Use the next 90 days to close the weak areas deliberately.

20-25 YOU ARE CLOSE

WHAT IT MEANS: You have enough foundations to engage seriously.

NEXT: Tighten the remaining gaps and improve how you screen deals.

26-30 GET INTO EXECUTION

WHAT IT MEANS: You are better prepared than most beginners.

NEXT: Create deal flow, speak to owners and practise disciplined decisions.

HOW ASCEND HELPS AN ASPIRING ACQUIRER

You do the buying. I help you become better prepared to do it.

You are not buying a course. You are entering a personal M&A partnership built around your gaps.

1. **GET CLEAR** — Define what you should buy, what you should reject and what is realistic.
2. **GET READY** — Strengthen funding, valuation, seller conversations and the gaps your score exposed.
3. **GET MOVING** — Turn learning into search activity, decisions and weekly accountability.

WHY AM I WELL PLACED TO HELP YOU?

I have experienced M&A from both sides.

PERSONAL EXPERIENCE	TRANSACTION EXPERIENCE	PERSONAL PARTNERSHIP
6 acquisitions | 5 exits	38 transactions	You work directly with me
£20m acquired EV | £9m exited EV	£75m+ advised | buy-side + sell-side	No junior hand-off | 80+ specialist tools

ACQUISITION LAUNCH - £500/MONTH - 3-MONTH INITIAL COMMITMENT

A personal M&A partnership for aspiring acquirers.

30-45 min sessions | Friday accountability | direct access to Charlie | selected tools

START YOUR ASCEND JOURNEY: ascendbusiness.co.uk | info@ascendbusiness.co.uk