



ASCEND

PERSONAL M&A ADVISORY

ASCEND TOOLKIT SHOWCASE

THE ASCEND M&A TOOLKIT

80+ TOOLS. USED ONLY WHEN THEY HELP.

SIMPLE.

You bring the problem.

I bring the right tool.

We make the decision and move.

FIVE AREAS

STRATEGY

Where are we going?

FINANCIAL

What do the numbers say?

BUSINESS

What needs improving?

M&A

What does the deal need?

PROGRESS

What happens next?

PROBLEM -> TOOL -> DECISION -> ACTION

The toolkit stays in the background.

You only see the part that helps you move forward.



ASCEND

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THE ARTILLERY

A DEEP TOOLKIT. KEPT SIMPLE FOR YOU.



STRATEGY

FINANCIAL

BUSINESS

M&A

PROGRESS

Depth when you need it. Simplicity when you do not.



HOW IT HELPS IN REAL LIFE

FOUR PROBLEMS. FOUR SIMPLE USES.

This is what the toolkit looks like when it is actually doing its job.

PROBLEM

I KEEP LOOKING AT TOO MANY BUSINESSES

TOOL

BUY BOX + DECISION FILTER

OUTCOME

You reject faster and focus on the right targets.

PROBLEM

I DO NOT KNOW WHAT I CAN AFFORD

TOOL

FINANCIAL + FUNDING TOOLS

OUTCOME

You refine the search around what is commercially realistic.

PROBLEM

I LIKE THE DEAL BUT DO NOT TRUST THE PRICE

TOOL

VALUATION + OPPORTUNITY REVIEW

OUTCOME

You challenge the earnings, price and structure before committing.

PROBLEM

MY BUSINESS STILL DEPENDS TOO MUCH ON ME

TOOL

PEOPLE + OPERATIONS + SYSTEMS

OUTCOME

You remove dependency and build a stronger, more transferable business.

The document does not do the job.

It gives us a better way to think, decide and act on the job in front of us.

THE TOOLKIT IS THE ARTILLERY.

WORKING WITH ME IS THE ADVANTAGE.

Templates are easy to find. The difficult bit is knowing what matters, what to ignore and what to do next.

WITH ASCEND

You work directly with me.

RIGHT TOOL

Only what matters now.

REAL DEAL

Applied to your actual situation.

JUDGEMENT

I challenge the decision.

MOMENTUM

We keep moving.



WHY ME?

I have made these decisions in real transactions.

My experience spans personal acquisitions and exits plus wider buy-side and sell-side transaction work. The toolkit simply turns that experience into practical tools we can use together.

6

ACQUISITIONS

5

EXITS

£20m

ACQUIRED EV

£9m

EXITED EV

38

TRANSACTIONS

£75m+

ADVISED VALUE

THREE ASCEND JOURNEYS

ACQUISITION LAUNCH

£500 / month

Aspiring acquirers

BUSINESS ASCENT

£1,500 / month

Established owners

EXIT PATHWAY

£1,500 / month

Owners preparing for exit

THE TOOLKIT IS READY.

What does your journey need next?

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