



ASCEND

PERSONAL M&A ADVISORY

ASPIRING ACQUIRER GUIDE

MARKET READY IN 30 DAYS MAXIMUM

SOMETIMES IT TAKES WEEKS. SOMETIMES IT TAKES DAYS.

THE POINT IS: YOU GO TO MARKET AS SOON AS YOU ARE READY.

Ascend does not keep everybody on the same artificial 90-day timetable. Every acquirer starts from a different place. I work directly with you to identify the gaps, fix the essentials and get you ready to start searching properly. The preparation stage is capped at 30 days - and for some people it can be completed within days.

A GENERIC 90-DAY PLAN

The calendar controls the journey.

- Everybody follows the same sequence regardless of where they start.
- Preparation continues because the next module says it should.
- Market activity is treated as something you earn at the end.
- By the time the plan finishes, you still have to apply it alone.

THE ASCEND APPROACH

Your readiness controls the journey.

- We start with what you already know, have and can realistically execute.
- We close only the gaps that stop you entering the market properly.
- The moment the foundations are strong enough, search activity begins.
- I remain alongside you while live opportunities create the next questions.

THE ASCEND PREPARATION COMMITMENT

Market-ready in no more than 30 days.

If you are ready sooner, we start sooner.

There is no benefit in making somebody wait until day 30. The objective is to reach a sensible readiness threshold quickly, enter the market and then keep improving through real execution.

START

Understand your starting point.

PREPARE

Close the gaps that matter.

MARKET

Begin searching as soon as ready.

ASSISTED

Keep me alongside the live journey.

NO WAITING FOR A COURSE TO FINISH. YOU ENTER THE MARKET WHEN YOU ARE READY.



THE PREPARATION STAGE - FOUR MILESTONES, NOT FOUR WEEKS

Everybody's route is different.

These four areas need to be good enough before you start creating serious deal flow. They are not fixed weekly modules. We move through them at the pace your starting point allows - within a 30-day maximum preparation stage.

1

DIRECTION & REALITY

We establish why you want to acquire, the outcome you are trying to create, your time, geography, personal circumstances and the constraints we cannot pretend do not exist.

READY WHEN You know what the acquisition journey is supposed to achieve and what must fit your real life.

2

BUY BOX & NO BOX

We simplify what you want to buy, what you definitely do not want and the few rules that stop every half-decent business becoming a distraction.

READY WHEN You can explain the search in under 60 seconds and reject obvious non-fits quickly.

3

FUNDING & COMMERCIAL READINESS

We establish the broad funding lane, likely transaction costs, lender expectations, debt-service thinking and how completion structure affects the businesses you should target.

READY WHEN Your search size and structure broadly match the capital reality rather than wishful thinking.

4

SEARCH & CONVERSATION SYSTEM

We set the search channels, first-look review process, seller approach, follow-up routine and the level of weekly activity you can actually sustain.

READY WHEN You know exactly where deal flow comes from, how it gets reviewed and what happens next.

THE RULE When the four areas are strong enough, you start searching. Day 4, day 14 or day 30 - readiness decides.

30 DAYS IS THE MAXIMUM PREPARATION STAGE - NOT A TARGET TO DRAG THE PROCESS OUT TO.



ONCE YOU ARE MARKET-READY - THE ASSISTED SEARCH BEGINS

This is where the partnership earns its keep.

The preparation stage gets you onto the road. It does not try to predict every turn. Once live deal flow begins, the questions become specific - and that is where working directly with somebody experienced matters most.

1

LIVE OPPORTUNITY REVIEW

A business appears. We strip away the sales story, compare it to the buy box and decide whether it deserves another minute of your time.

2

SELLER CONVERSATIONS

We prepare around the conversation that is actually happening: motive, involvement, customers, team, numbers, transition and what needs asking next.

3

VALUATION & DEAL STRUCTURE

As information improves, we challenge maintainable earnings, price, completion cash, vendor loan note, deferred consideration and the risks you are accepting.

4

FUNDING

We keep the opportunity aligned with a sensible funding route and can introduce a small number of relevant commercial lenders where appropriate.

5

PROFESSIONAL PROCESS

When legal, due diligence, tax or another specialist is required, you know why they are being used and what question they need to answer.

6

ACCOUNTABILITY & MOMENTUM

Your Friday update shows what moved and what did not. We use it to keep the following week's actions simple, visible and focused.

The journey changes as the deal changes. That is why a fixed course cannot replace a live 1:1 partnership.



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WHY WORK DIRECTLY WITH ME?

Experienced direction - without skipping the work.

I cannot make the right business appear on command, force a seller to agree or guarantee funding. What I can do is stop you spending months unnecessarily preparing, wandering between strategies and learning every lesson the expensive way.

WHAT MAKES ASCEND DIFFERENT

You work directly with me from preparation into live execution.

PERSONAL PATH

Your starting point determines the pace and the work.

SELECTED TOOLS

The 80+ toolset is used selectively around your real needs.

LIVE DECISIONS

We discuss the actual seller, business or problem in front of you.

CONTINUITY

I remain alongside the journey rather than handing you a plan and disappearing.



WHY AM I WELL PLACED TO HELP?

I have made acquisition decisions with real money, real sellers and real consequences.

My experience combines my own acquisitions and exits with wider buy-side and sell-side transaction exposure. The support is not built around textbook theory - it is built around helping you make better decisions while they are still reversible.

6

PERSONAL ACQUISITIONS

5

PERSONAL EXITS

£20m

ACQUIRED EV

£9m

EXITED EV

38

TRANSACTIONS

£75m+

ADVISED VALUE

WHAT THE 30-DAY COMMITMENT REALLY MEANS

I will not keep you preparing when you are ready to execute.

Your preparation stage is capped at 30 days. If you can be ready in five days, ten days or two weeks, we move into the market then. From that point onwards, the partnership follows the reality of your search - not an artificial programme calendar.

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

Get market-ready in 30 days maximum - then search with me beside you.

Direct 1:1 advisory | selected tools | live deal challenge | regular sessions | Friday accountability
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READY IN DAYS? GO IN DAYS. NEED MORE? 30 DAYS IS THE MAXIMUM.