

Business Playbook - How to survive a business crisis?

The Coronavirus (COVID-19) will have a substantial impact on your private life and our businesses. What is the impact on your current trading numbers? What are your latest management projections? Where do you stand on the business time crisis line? Please continue to prepare in order to maximize your going concern potential. Based on our experience, we share lessons learned and some best practices how to survive in business during a crisis

Upstream Capital – *your dedicated partner to realize your full potential, driven by data analytics*

- 4 we accelerate growth and optimize operational expenses with continuous improvement
- 4 we believe in hands-on value creation and create strategic options throughout the business life cycle
- 4 we align business strategy with operations. We drive customer satisfaction and productivity; helping supply products and solutions of outstanding quality, cost efficiently with shorter delivery times

How we differentiate ourselves

- 4 unbiased and objective advice to the benefit of our clients
- 4 hands-on strategic and operational value added approach. We work on-site with our clients in order to accelerate sustainable growth and value creation together
- 4 unique combination of skills business development, business transformation, corporate finance, capital raising, data science, lean six sigma and performance improvement

Our Services

Business Planning

- 4 A company wants to design a business growth plan, with strategic roadmap how to accelerate sales with an efficient and effective expense base

Business Transformation

- 4 A company wants to maximize value and eliminate waste. Based on data analytics, a company aims to optimize the flow of people, equipment and cash

Corporate Finance

- 4 Raising Capital - a company is seeking either growth capital or acquisition financing
- 4 Recapitalization - a company may seek to recapitalize its ownership structure to attract external investors or take out existing shareholders
- 4 Restructuring – a company wants or needs to (re)negotiate to improve or reset its financing terms and conditions
- 4 M&A and Valuation - Shareholders (incl. PE portfolio companies) are considering to sell the company

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Dream big – start small - act now (and do not hesitate)

- 1) Customer-Centric is key. Over communicate with your customers and strategic business partners
- 2) Stop the bleeding, slash costs & tighten the ship
- 3) Always be closing. Make what sells & sell harder
- 4) (re)set your profit zone. Based on data analytics, optimize the usage of people, equipment & cash
- 5) Analyze your data. Watch for trouble signs and red flags. Stress test management projections
- 6) Cash is king. Manage your liquidity position on a regular (daily/ weekly) basis
- 7) Re-negotiate your financing terms and conditions now, and work on your relationship with (quasi) equity and (bank) debt providers

Safety first! Stay healthy and take care of others

Contact us

In case you require support, please contact us

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