

Back to business – a soft landing in the new “normal”

Governments across Europe continue to ease coronavirus (COVID-19) restrictions. This virus will continue to have a substantial impact on our private life and our businesses. Nevertheless, its time. Back to business. You aim for a soft landing in the new “normal” and move forward together. What is your structured approach to accomplish this? Based on our experience, we share lessons learned and some best practices how to manage your business

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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Based on our experience, we share lessons learned and some best practices how to manage your business :

- 1) Act now. Prepare and do your homework.
Upgrade your business plan, financial model and in particular your liquidity projections. What is your runway (total cash/ burn rate per month)?
- 2) Make what sells. Where is the profit zone? This is a moving target. Reorganize your equipment, people and cash around value streams
- 3) Did you already put your company under a microscope? What is the outcome of your analysis : (a) direct *versus* indirect costs; and (b) per resource revenue *versus* costs. Look into indirect employees (overhead)
- 4) Focus on your core business, slash costs and tighten the ship. Don't waste resources, money and/ or time on “nice to have” stuff
- 5) Respect your strategic business partners and always be empathic to your customers

Safety first! Stay healthy and take care of others

Contact us

In case you require support, please contact us

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