

## CASE STUDY 3

### *From \$5MM to Exit Building a Company Buyers Want*



#### **Starting Early, Not Catching Up Late**

A founder-led consumer packaged goods company engaged CFO leadership with a clear objective: scale the business and position it for a successful exit. Unlike many transactions that start with reactive cleanup, this engagement began early, so strategy, operations, and financial discipline developed alongside growth.

#### **Building What Buyers Actually Value**

Over a four-year period, the focus was on building infrastructure that sophisticated buyers expect but many companies lack:

- Forward-looking financial modeling to guide decisions
- Consistent, credible reporting with clear KPIs
- Balance sheet discipline and working capital management
- Strengthened banking and lender relationships
- Audit readiness and clean financial narratives

In parallel, the company invested in a capable leadership team across operations, sales, and finance, creating accountability beyond the founder and reducing key-person risk.

Every major decision was evaluated through a dual lens: does it improve performance today, and does it increase enterprise value over time?

#### **From Growth to a Defensible Story**

By the time the company entered the market, it was more than a growing business; it was a structured, scalable platform. Financials were clean, performance was measurable, and the growth story was both credible and repeatable.

## **PLAN. ANALYZE. OPTIMIZE. EXIT.**

*Strategic Finance and Accounting for Every Stage of Business*

#### **Key Outcomes**

- Revenue growth from ~\$5MM to ~\$20MM
- Built audit-ready financials and institutional reporting
- Established scalable operating and leadership structure
- Completed sale to private equity at a premium valuation

This allowed buyers to underwrite the opportunity with confidence, reducing perceived risk and supporting a stronger valuation.

#### **Growth with Structure, Exit with Confidence**

Revenue scaled from approximately \$5MM to \$20MM, supported by disciplined execution and operational alignment. The company ultimately completed a successful sale to a private equity firm at a premium valuation, with a process that was efficient, well-supported, and free of last-minute surprises.

#### **Built Over Time, Not at the Finish Line**

Strong exits are not created in a final sprint. They are built deliberately over time through consistent financial discipline, operational clarity, and decisions aligned with long-term value creation.

[SIMONSONCFO.COM](http://SIMONSONCFO.COM)

[DAN@SIMONSONCFO.COM](mailto:DAN@SIMONSONCFO.COM)

602.793.3954