



The capital markets are frozen. How will I continue to fund operations and growth?

What are my competitors doing? Are they in trouble? Does this present opportunities?

My customers are nervous. How do I maintain market share? Is there a way to grow share?

Where should I focus my development, marketing and sales efforts? *Where should I stop focusing?*

How do I increase the value of my products so they're a "must have" versus a "nice to have"?

What operational changes are critical to survive? Is it possible to thrive in this climate?

These are questions that keep CEOs up at night.

Harvest can help.

Turning **Vision** into **Value**

Description & Deliverables

The financial markets are reeling. Raising debt and equity capital is almost impossible. Your customers are feeling the pinch. Profitability, market share and growth are at risk. How do you survive? And can you actually prosper amid the chaos?

Harvest conducts a focused engagement to determine your options and best strategies to navigate these turbulent times. We also look for opportunities to take advantage of the current crisis. Our advisors provide you with a comprehensive set of recommendations to implement, with or without our help. Your intent, urgency and budget guides the depth and breadth of the engagement. Typical activities we perform include:

Discover

- Gather Intelligence
 - Direct and adjacent competitors
 - Market space volatility and M&A activity
- Interview
 - Owners, executives and key managers
 - Venture capital community and investment bankers
 - Industry analysts and research specialists
- Analyze
 - Your financial position
 - Your market position
 - Your operational footprint (sales, infrastructure, personnel, offerings)

Assess

- Organic growth scenarios
- Turnaround options, including rightsizing approaches
- Product/ Service repositioning
- Partnerships and Alliances
- Realistic capitalization scenarios
- M&A options

Advise

- A report assessing your strategic options
- Comprehensive recommendations on moving forward
- A clear survival strategy and implementation plan

How We Do It

All Harvest advisors have successful hands-on, real-world experience in small and medium-size companies. Using our executive management experience, we diagnose our client's situation relative to their goals and to the market's standards of effectiveness. Our recommendations are practical and actionable.

Benefits

- A skilled, independent, thorough diagnosis
- Knowledge so you can act with confidence
- An implementation plan so you can get to work "tomorrow morning"
- The ability to survive – even prosper – amid the turbulence

Harvest Business Advisors ■ www.harvestbusinessadvisors.com

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