



# ProAltIR™ Value Creation Model

## and

### Valuation Multiple Formula

(Rate the strength of each component on a 10-point scale, total / 10)

- \_\_\_\_\_ **Expansion Capital**  
Supply Equity and Debt Capital through Liquidity Event
- \_\_\_\_\_ **Inorganic Revenues**  
Distribution Alliances
- \_\_\_\_\_ **Expanding Gross Margins**  
Product / Service Partnerships
- \_\_\_\_\_ **Risk Mitigation**  
Improved Competitiveness, Capital Structure, and Valuation
- \_\_\_\_\_ **Increasing Returns on Capital Investments**  
Full Scope Corporate Development Campaigns: Alliances, Partnerships, M&A
- \_\_\_\_\_ **Acquisition of Ticker Symbol Intangible Asset via IPO or Reverse Takeover**  
Grow enterprise value, investor expectations, and market capitalization collateral
- \_\_\_\_\_ **Investor Growth Expectations and Valuation Multiple Expansion**  
Interactive Multichannel Marketing, Investor Expectation Messaging™, and Deal Cycle Brand Development™ in Private Capital Markets, Industry Value Chains, and Equity Capital Markets
- \_\_\_\_\_ **Competing Liquidity Options to Maximize ROI**  
Private Equity Buyout, Industry Value Chain M&A, and Equity Capital Market Listing
- \_\_\_\_\_ **Leadership and Corporate Governance**  
Expertise, Credibility, Stakeholder Management, and Conflict Resolution
- \_\_\_\_\_ **Campaign Strategy, Metrics, Analytics, and Adjustments**  
Economic and Risk Analysis, Industry Value Chain Management™, Target Selection, Brand Positioning Strategies, Integrated Data Sources Monitored in Real Time, Campaign Management and Reporting

The relative strength of each component provides significant insights into C-level capabilities and their progress in value creation for GPs and LPs.

Likewise, progress on strategies to increase the relative strength of each component can provide an endless supply of content for press releases to drive investor expectations and expand valuation multiples within the equity capital market.

ProAltIR™ systems implemented in the private capital markets can be accelerated with equity capital market ticker symbol intangible assets and financings. Thus, IPOs don't have to be exits, or require billion-dollar valuations.