

## SCD Advisory Launches the Apollo Journey

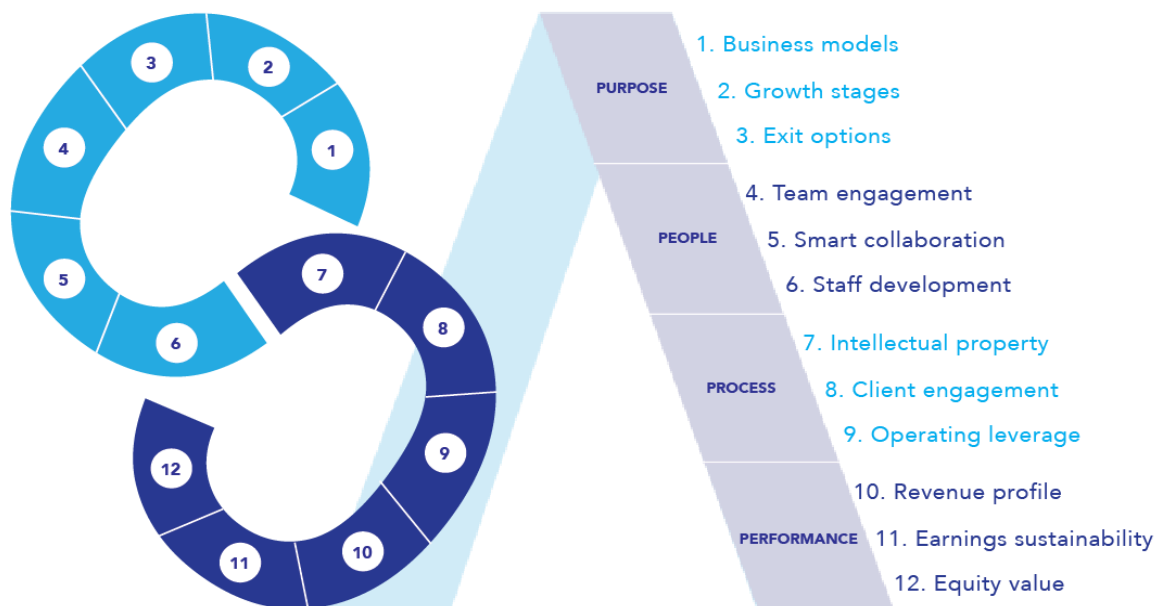
***“12 small steps for your business, 1 giant leap for exit readiness.”***

SCD Advisory, the independent Corporate Advisory and M&A boutique dedicated to People & IP based businesses, launches a new service offering for consultancies with exit strategies.

*Is my firm, my management, my staff investor ready? What do the buyers expect? How do I grow my business with an exit strategy in mind? What should I do to increase valuation and sellability of my business? Where do I start?*

“The Apollo Journey’s objective is to support a consultancy in preparing its equity story and optimising a future liquidity event by designing a roadmap for its board or advisory committee/CEO. It will enable entrepreneurs to manage and prepare their business for a future exit strategy.

Delivered monthly or quarterly, the series of 12 advisory sessions leverages the SCD Advisory’s proprietary methodology “4Ps: Purpose, People, Process and Performance”.



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**Three questions answered by Pierre Briand, founder of SCD Advisory, “M&A deal-maker with a French touch”** with a personal track record of over a dozen deals in the Consulting sectors in Australia during the last 4 years (IT, Management consulting, HR, Marketing, Engineering...), involving DXC, Deloitte, Grant Thornton, Mercer, Livingbridge PE etc...

**Question 1: Why did you launch the Apollo Journey?**

Entrepreneurs are very successful at creating and managing their business in a market they understand well: my experience in advising entrepreneurs for several years has revealed that they are less equipped and prepared to optimise their business for sale. Our goal is to become their “*personal trainer*” who can help them write the next chapter of their journey, convert their dream into a reality and realise the investment of their life.

**Question 2: How do you expect to deliver this offering?**

Our one-off workshop, “Prep4sale”, assesses the level of exit-readiness. There is also a need for ongoing support: the objective is to become the “sparring partner” of the founders and the boards, with an innovative approach of “*Advisory as a Service*” during a period of time in line with the exit strategy’s goal. We will combine Covid-safe digital delivery video calls with F2F sessions to stimulate human imagination and participants’ interactivity.

**Question 3: Why are you launching Apollo Journey now?**

The context of the Covid-19 crisis creates the conditions to reset shareholder aspirations and business strategies. Despite market uncertainty, consulting businesses should continue to be innovative and agile to capture new opportunities. They can embark on the next step of their journey: organic growth, acquisition or sale, in order to take their business to new horizons in a “new normal” world.

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