

EXIT · 19

Equity Story

An equity story is credible when it was written years before the sale and the company lived up to it.

THE QUESTION IT
ANSWERS

Why should a buyer pay a premium for this business rather than for the next one in the process?

THE METHOD

The story, layer by layer

1	2	3	4	5
Market shift	Category claim	Proof	Runway	Why now
The change the buyer believes in.	The problem the company exists to solve.	Metrics, customers and independent market intelligence.	Where the next growth comes from.	What the buyer misses by waiting.

WHAT WE DO

Define the category claim and the market shift behind it

Anchor every claim in metrics, customers or independent evidence

Align management, board and advisers on one narrative

Carry it into the CIM, management presentation, site and sales story

WHAT YOU RECEIVE

Equity story narrative and storyline

Management presentation storyline

Evidence pack mapped to each claim

Market intelligence programme

METRICS MOVED → ENTERPRISE
VALUE

Multiple: priced as a platform, not as its legacy category

Competition in the process: more buyers believe the story

Diligence: claims hold because they were lived, not written for the sale

TYPICAL TIMELINE

Start 18–24 months before exit;
story sprint 8–12 weeks

PROOF

Trackunit: 'Eliminate Downtime', published in 2017, ahead of a 2021 sale reported at more than DKK 3bn. Danelec: the repositioning became the equity story in the \$219M exit to GTT.

Let's talk about your commercial foundation.

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