



What is the Association for Enterprise Growth?

The Association for Enterprise Growth ("AEG") is a national non-profit organization whose mission is to help business owners grow the value of their business. AEG consists of regional councils in major US cities, each comprised of 25 respected business advisors. These multi-disciplinary advisory teams complement business owners and their existing advisors to identify hidden value, strengthen financial and operational effectiveness and prepare for monetization to maximize choice and personal wealth.

What does AEG offer?

AEG offers a proven process to assess and grow the value of businesses. Our process looks beyond the financials, quantifying the value of off-balance sheet assets including customer base, brand, systems, etc. Our value assessment results in a market-based comparison between the company's current value and its potential value. This discovery phase will typically identify 3-5 value enhancement initiatives which will, in aggregate, improve the value of your company by 30% on average.

What is the value of AEG?

The AEG process starts with an exploratory meeting (typically 30-60 minutes) with a senior professional. The initial meeting is free, with zero obligation. In the meeting, you will gain critical market-based insights and be exposed to how similar companies systematically grow the value of their businesses. Whether or not you choose to proceed to the formal discovery phase, you will benefit significantly.

Why is AEG unique?

AEG's multi-disciplinary team of senior professionals works collaboratively to identify and address complex interdependent issues impacting the value of your company. Our unique approach is superior to traditional methods where professionals work independently, often without active interaction with other critical planning initiatives.

How does AEG operate?

AEG is structured into regional councils of approximately 25 independent professionals each with proficiency and experience in a wide range of financial, legal and management disciplines. These professionals operate as a cohesive group of specialists providing collaborative diagnostics, advice, planning and solutions to address complex growth, management and financial challenges to individual business owners.

What types of expertise does the AEG have?

AEG expertise includes:

- ▶ Sales Functionality and Compensation
- ▶ Marketing Strategy
- ▶ Growth & Strategy Development
- ▶ New Product Development
- ▶ Financial Metrics / Reporting
- ▶ Cash Flow Planning
- ▶ Operations
- ▶ Human Resources
- ▶ Valuation
- ▶ Conflict Resolution
- ▶ Leadership Development

AEG disciplines include:

- ▶ Management Consultant
- ▶ Accounting
- ▶ Legal
 - Corporate
 - Estate Planning
 - Securities
- ▶ Tax
- ▶ Wealth Advisory
- ▶ Commercial Banking
- ▶ Investment Banking
- ▶ Corporate and Insurance Services

What industry experience does AEG have?

Comprised of senior professionals each possessing 20+ years experience, AEG Regional Councils offer deep industry expertise consistent with the region's economic focus. The Washington DC / Baltimore Regional Council possesses experience (including key relationships) in government contracting (winning, retaining, maximizing contract value), trade associations, healthcare and veteran-owned companies.

I don't have specific needs today . . .

The AEG process will reveal specific value enhancement opportunities for you to evaluate. After the complimentary initial meeting, you decide if it's worth proceeding.

My company is too specialized for AEG's services . . .

Across the spectrum of industries, there are common challenges facing owners of middle market companies. AEG has been helping owners address these challenges (general and specific) to grow the value of their company and meet their personal and business goals.

I already have advisers who help me . . .

AEG's goal is not to replace existing advisers rather to augment and broaden the options available to owners.

If you have questions or would like to schedule an introductory meeting, please contact us at (703) 991-4281 or valuedrivers@enterprisegrowth.org.