




Target Market Characteristics

Locations	Revenue	EBITDA
2 to 50+	\$1MM to \$50+MM	\$500K to \$10+MM

	START	GROW		SELL	
Service	Full Day Deep Dive	"2nd Stage" Financing	DSO Cornerstones	Blueprints for Scale	Marketed Sales Process
Description	An intense 8-hour day customized to the needs of the client	Lower Middle-Market Lending options prospected, curated and evaluated based on the needs of the client	Monthly, Modular Web-based Consulting	Enterprise-level Strategic Consulting focused on debt-funded growth strategy, increasing operational efficiency and maximizing EBITDA expansion (especially pre-exit)	Exit Strategy, Process + Planning for the Sale of your Business
Approx. Size	1-4#	3-20#	1-15#	6-40#	5-50#
Competitors & Differentiation	High End	Capital Markets Groups of Enterprise-level Banks with complicated rate, term and covenant structures, and large minimum-debt requirements.	Management Consulting firms with phenomenal business experience and acumen, and a high cost structure that reflects every bit of it.	"Bulge Bracket" Investment Banks with incredible capabilities, but high minimum-fee structures.	
		Healthcare banking experience matching your growth capital needs with flexible resources.	Consulting offerings borne out of industry experience at reasonable price points.	Investment Banking experience with dental industry knowledge at a more appropriate transaction fee structure.	
	Low End	"Retail" banking based on rate & term structure with limited opportunities for extended capital as you scale.	Traditional Dental Management Consultants who specialize in "operational" aspects of practice management and have little-to-no experience in growth strategy, financial analysis or economic modeling.	Dental Practice Brokers with marginal competence and little understanding of the Group Practice & DSO space.	