

Inside Insight

If you are considering an investment, merger, acquisition, technology transfer, licensing deal or strategic partnership, you need an unbiased and unrestricted insight into the target company, its technology and/or innovative ideas. We are experienced in carrying out detailed evaluations of a company, its employees, products, services and the markets it serves. We call this service "Inside Insight", obtaining data by working inside the company and with its employees for the time it takes to gather a complete picture of the company's status, offering and prospects.

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- We start by reviewing your aspirations and expectations, and existent facts & figures of the target company.
- Subsequently we submit our proposition to you, outlining our modus operandi, timeline and charges.
- Upon acceptance of our offer, we will distribute our SWOT questionnaires to the company's management and selected staff, with the request to complete and return these to us.
- We will then evaluate the received answers and prepare ourselves for a visit "on-location". The purpose is to interview, observe and work with the respondents whilst on their job.
- We will do so by visiting the company's premises, by accompanying the company's field force calling on customers, by interviewing customers independently, and by partaking in internal meetings, conferences, trade shows, training sessions and workshops.
- Next we will assess our interviews and observations, and compare these with the answers of the received SWOT questionnaires.
- Based on this assessment, we will generate an initial company analysis.
- These preliminary evaluations will then be presented and discussed with you.
- In conclusion we will complete the company analysis.

For our Inside Investigations we turn a company inside out, upside down, and leave no topic, person or item untouched. We do not depend on fancy company reports, glitzy presentations, and written recommendations from people we cannot interact with. By investigating a company on location and in operation, obtaining input and feedback from employees, customers and others directly involved, we acquire firsthand and dynamic information.

If required, we can extend our assignment by assisting with the management of the newly funded, partnered or acquired company, (re)writing marketing and business plans, determining marketing strategies, recruitment, training, revisions and transfers in mergers and acquisitions.

Our work is thorough and intense. Our expertise in company and management evaluations has been obtained during 35+ years in business, with hands-on experience in setting up start-ups, managing mid-sized and large companies, establishing manufacturing plants, advising private clinics and R&D labs, running an own distribution company, and in the course of various commanding posts in the army.

This service regards a preliminary business evaluation, not a due diligence to satisfy legal requirements in assessing a company's liabilities and assets.