



HGE Assembly Executive Workshop “Build to Sell - Driven by Intellectual Assets”

Expand your learning on how to build your technology company for the ultimate exit value from day one, based on technology intellectual assets, brand intellectual assets and operational excellence intellectual assets. This interactive 3-hour executive workshop dives deeper into the topics from the related HGE Assembly Conference, held on 31. March 2021 (participation in that conference is helpful, but not a requirement for this workshop). Registration is limited to 20 individuals to allow for a more interactive learning experience.

There will be a natural focus on technology companies, although learnings are easily transferrable to any other high growth entity with ambitious exit plans. At the end of this workshop participants will be able to take their learnings and apply them to their individual situation.

Your workshop trainer Juergen Graner has been in the business to build companies for an exit and to acquire companies for growth since 1993. He has held CEO positions in 6 countries across 3 continents, coached over 100 CEOs and has been teaching managers and executives for over 20 years with highest ratings for practicability.

Workshop Topics:

- Fundamental difference between “Build to Sell” and “Build to Grow” strategy
- How *Transaction Based Growth Management™* can help to build value
- The role of intellectual assets in value generation
- Anatomy of a successful transaction
- Strategic model that helps you to stay on track to build for an exit
- Typical pitfalls and their avoidance

Why you should attend?

- Practical strategies for business decision makers
- Interactive learning due to small group of participants
- From a practitioner for practitioners

Who should attend?

- Business decision makers in SMEs and start-ups (primary target group)
- Professionals interested in mergers & acquisitions
- Individuals interested in building a business for an exit