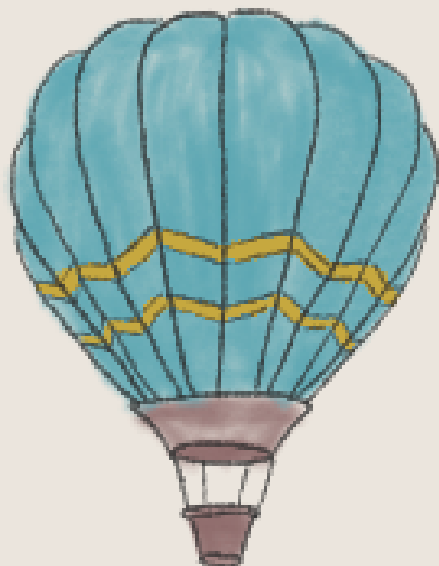




Eight Steps to Get Buyer- Ready:

Princelet's Exit
Preparation Checklist

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Eight Steps to Get Buyer-Ready: Princelet's Exit Preparation Checklist

Thinking about an exit but not sure where to start? At Princelet, we've spent 15 years advising technology founders on achieving successful, high-value exits. Preparing for a sale isn't just about the numbers, it's about showcasing your business at its best and positioning it for maximum value.

Use this checklist to get investor-ready, prioritise what matters most, and approach the market with confidence.



1. Clarify Your Objectives

- ☐ Define your personal goals: full exit or partial rollover.
- ☐ Identify preferred buyer types: strategic vs. PE/growth investor.
- ☐ Align shareholders and leadership team around your exit strategy.

2. Craft Your Equity Story

- ☐ Define your market narrative: TAM, competitive moat, and growth drivers.
- ☐ Highlight recurring revenue, IP/tech differentiation, and customer stickiness.
- ☐ Support your story with metrics, testimonials, case studies and ROI analysis.

3. Clean Up the Corporate Structure

- ☐ Ensure the cap table is up to date, reconciled, and simplified by consolidating unnecessary share classes.
- ☐ Remove dormant or unrelated entities.
- ☐ Ensure all company records are complete (articles, consents, board minutes, option grants).

4. Review and Organise Financials

- ☐ Prepare clean, GAAP-compliant management accounts (monthly).
- ☐ Segment revenue by product, customer, and geography.
- ☐ Build a 12–36 month forecast with clear assumptions.
- ☐ Present key KPIs: ARR/MRR, net retention, CAC, LTV, churn, burn rate.

5. Strengthen Revenue Quality

- ☐ Secure long-term customer contracts (ARR/MRR).
- ☐ Diversify customer base (no client >20% of revenue).
- ☐ Improve unit economics: CAC, LTV, gross margin.
- ☐ Optimise cash flow and reduce outstanding receivables.

6. Prepare Management & Operations

- ☐ Reduce key-person risk - delegate and document processes.
- ☐ Build a strong second layer of leadership.
- ☐ Document standard operating procedures (SOPs) for handover.

7. Document IP & Tech Stack

- ☐ Confirm all IP rights are assigned to the company.
- ☐ Review open-source software compliance.
- ☐ Document architecture, security, scalability and development processes.
- ☐ Address major technical debt or product stability issues.

8. Legal & Compliance Review

- ☐ Review contracts for change-of-control or assignment clauses.
- ☐ Resolve disputes or ensure insurance coverage.
- ☐ Verify tax filings (PAYE, VAT, CT) are complete and current.

The Bottom Line

A successful exit is as much about preparation as it is about timing. Companies that achieve superior outcomes begin operating as if they are for sale long before the first buyer call.

Six months of disciplined preparation can determine whether a deal closes successfully or falls through.



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