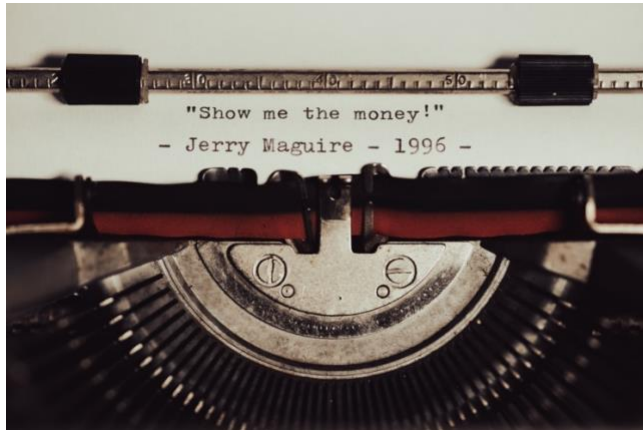


Show Me the Money!

A light-hearted line from the movie Jerry Maguire to emphasise the importance of keeping your eye on the ball.



Here are three facts:

1. When a **business is valued**, ready to be sold, one of the ways to ascertain value in the business is to take the profit in the form of EBITDA and to multiply that figure against an industry "multiplier". This gives an approximate value.
2. Any company that cannot demonstrate that the present stakeholders can leave the business and it would remain running perfectly after they leave....Is **worth about half as much** as the above multiplier might predict.
3. Automating your business on a single platform and being able to show that every key performance indicator in your business is measured and controlled, proves you are not needed. **Doubles the potential value of your company.**

But here are the real double-punch "wake up and smell the coffee" facts:

1. The very platform you use to double the value when you sell, will allow you to build extra profit, increase turnover, improve customer loyalty, and reduce costs now. So double the final sales figure based on continuously improving revenues.
2. HMRC will give you back at least 1/3 of everything you spend on these systems this year in the form of a R&D rebate. Whether you make profit or not! We can show you how to do that as well.

I am writing to you now to tell you these things because my company Zway has waged war on the 7,000 or so massive Mega Corps that are taking more than 50p in every Pound we spend in this country. My company Zway is fighting to level the playing field for the smaller, independent businesses that form the life blood of our society and create choice and quality.

Let us help you to build your business and whether you sell it or whether you leave it to the local cat's home.... Your business, your legacy and your value will shine with our help.