



KIRCHNER PRIVATE CAPITAL GROUP

TRADITIONAL MERCHANT BANKING FOR EARLY & MID-MARKET COMPANIES

ESTABLISHED 1985

ASSESSMENTS

DO YOU KNOW THE [WARNING] SIGNS?



Let's face it. Every small and medium size business faces challenges and meets that proverbial fork in the road at some point in its evolution. **[We have been there].** We are operators.

For more than 25 years, Kirchner Private Capital Group has assisted hundreds of companies assess their businesses and provide management and stakeholders with objective insight into their operations and go forward options.

Our assessments help stakeholders understand what their company really has, where it can be expected to go, and **[maximize the value]** of their investment.

CONTACT US

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Our team is known for its grounded operational approach. Our professionals have extensive backgrounds running private and public companies and bring deep domain expertise to the table. We are experts at differentiating between perception and reality.

We have refined our assessment process over the years to provide an objective and comprehensive view into our clients' operational strengths and weaknesses. We outline the **[go-forward options]** and **[the pros and cons]** of each allowing stakeholders to meet their fiduciary responsibility and to make a well-informed decision about the Company's future strategic direction.

[ASSESSMENT]



[INVESTMENT]

Additional financing

Seek exit

Sell division



[OPERATIONS]

On track

Identify issues

Turnaround

Management review



[OUTCOMES]

Recommendations

Pros and cons

Action plan

WE ARE NOTHING LIKE CONSULTANTS

- We don't issue a report just based on what management told us
- We apply our own operational experience — a "Plant floor vs. board room perspective"
- We take an in-the-trenches perspective to separate the "wheat from the chaff"
- A view from the inside out of the whole company, not just a regurgitation of its financial statements or business plan

BEYOND A TYPICAL ASSESSMENT

- The company's performance improves as a result of working alongside us for the duration of the engagement
- We offer feedback and commentary to management, openly and in real-time

TESTIMONIALS

"Kirchner Private Capital Group has an impressive team that very quickly assessed our Company and came up with solid recommendations for the future, including restructuring the staff and providing a path to a successful exit strategy. We were so impressed with their work that we engaged them again to work with the management team to implement a restructuring plan that resulted in the Company completing a financing round (in a tough market)."

— **Gerry Verner, Chief Executive Officer**
AnyWare Group Inc.

"I engaged KPCG to undertake a detailed assessment of the operations of one of our portfolio companies. I thought their bottoms-up operational approach might yield more insight than hiring the usual consultants with domain expertise and I was right. KPCG quickly built rapport with a number of personnel at all levels of the company and unearthed a significant number of detailed facts and issues which were clearly holding the company back. It was clear that KPCG had the expertise to separate fact from fiction and their sometimes brutally candid comments were a breath of fresh air. What was the most remarkable to me was that during KPCG's engagement, third party groups were spending several hundred thousand dollars on due diligence in connection with another initiative and none of those high paid consultants found any of the issues and concerns that KPCG surfaced, I would recommend KPCG without reservation and am convinced the operational approach is superior to the domain expertise model."

— **Stephen W. Buchanan, General Partner**
Dogwood Equity