

Freedom2Act Commercial Analysis™

Success through robustness of business

Freedom2Act Commercial Analysis™ is a powerful tool for performing a commercial due diligence. It provides a quick and efficient way for identification of vulnerabilities that may prevent a business realize its vision and reach its long-term financial goal.

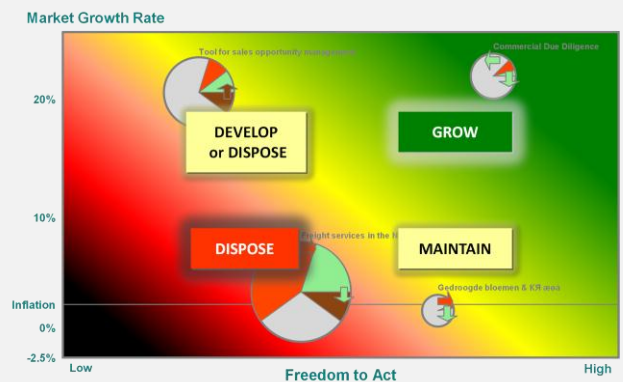
Evaluations of a business based upon financial reports and balance sheets have their strengths and limitations. A far better evaluation requires combining financial appraisals with an assessment of the business' opportunities and strategic risks and implemented follow-up programs.

Freedom2Act Commercial Analysis™ is a cloud based tool for performing business analysis. It is based on best practice. Questions posted depend upon previous answers. Questions are down-to-earth with a business-oriented mindset, driven by realities rather than theory. Assessment of 140 critical business factors results in a 360 degree insight into a company's robustness and sustainability. Conclusions are drawn from a neutral and objective assessment of the business' strengths and weaknesses.

A Freedom2Act Commercial Analysis™ provides realistic overviews on where a business is heading pinpointing critical vulnerabilities and thus liabilities against the business' long term sustainability and ability to survive.

Freedom2Act Commercial Analysis™ method has been used for assessment of thousands of businesses, small and large, and from many different industry branches.

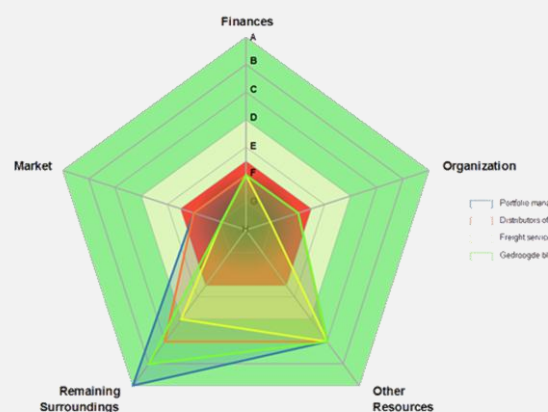
Strategic Opportunity Map



The Strategic Opportunity Map shows the strength of analyzed business areas. The most attractive business positions are in the upper right corner while the least attractive are in the lower left corner.

Each business area is represented by a circle. The X-Axis is long term sustainability. The size of the circles corresponds to the size of the addressed market. The green pie is the business area's share of the market, the red the hardest direct competitor, and the brown the hardest competitor with alternative solutions. Small arrows indicate whether the business is winning or losing market share.

Freedom to Act Profile



The Freedom to Act Profile is a spider web chart, which shows how businesses are rated. Ratings A-C indicate strong, D-E ok, while F-H in the red zone in the middle indicate dangerously weak business positions.

A Freedom2Act Commercial Analysis™ results in an assessment, which efficiently helps to identify a business' strong and weak spots, and to management quickly put in place mitigation initiatives that result in a strengthening of the business's position.

Imagine your business as a warrior with weapons and armor.

The weapons and armor consist of 140 business related aspects from the business' relations with its customers, competitors, suppliers, owners, the business' human and physical resources, public regulations, pressure groups, and many other stakeholders and business aspects.



The warrior's chance of long term survival in war depends not only on the sharpness of his weapons relative to the opponents but equally well upon the robustness of the armor.

The armor has strong and weak spots. Any weakness in the armor may lead to the warrior's death or being seriously hurt.

As for the warrior these key success factors are critical to your business:

- Identify and exploit strengths;
- Identify and make very weak areas more robust;
- Avoid wasting management time and efforts on less important aspects;
- Avoid unnecessary risks.

Freedom2Act Commercial Analysis™ is a proven method applied in thousands of large and small businesses for effectively dealing with these challenges.

CEO, Danish High Tech Company

"We chose the method because it could consistently perform a clinical, externally founded analysis of our company. The results of the process were the basis for necessary strategic decisions based upon a much better understanding of the company and its market position."

Group President, Int'l Shipping Service Company

"After the first analysis, I was very impressed. I found the processes used are down-to earth, very commercially minded, driven by reality rather than by theories. That was the reason why we decided for a review of the remainder of the company involving the management team of the whole group. I'm equally happy and impressed with the processes after this second time. The mindset of me and my management team have changed somewhat after these last three days."

CEO, Norwegian Ferry Line

"You have given us a common basis for decisions, which we will continue to work on. It gave me more than I originally expected; it is always healthy to see your company with new eyes and ways. One doesn't fall asleep here – you are right on target with your questions and they are relevant."

Chief Internal Auditor, Major Railroad Group

"Using this method in our internal auditing Process helped us focus directly on areas where we needed to take action. We have been able to increase the precision in our work, while at the same time saving 75 per cent of our working time."

Director, Risk Management and Internal Audit, Finnish EUR 7.5 billion Enterprise

"We have used the method for risk assessment and to integrate risk management with strategic planning for 18 different divisions and units. Having used the method, we consider the way of thinking and the analysis model to be a practical and useful instrument for identification of an organization's risks and for improved control. Further, it's a good group tool."

CEO, Swedish Automotive Parts Supplier

"This year's process was even better than last year's. It was easier for me to assimilate and I found it easier to realize where we stand. I only regret that we did not include our chairman from the beginning. Our risks and opportunities were extremely well laid out."