

# How SMART dealmaking delivers success

Understanding FirstCapital's SMART Dealmaking Framework

## Introduction

FirstCapital is changing the way buyers and sellers approach dealmaking in the world of technology company buy-outs, mergers and acquisitions – and its SMART Dealmaking Framework is the driving force.

Strategic insight, Marketing, Access, Rigorous negotiation and Transaction close (SMART) are the principles underlying FirstCapital's distinctive proposition. These mark the key stages in a proven process that guides FirstCapital clients towards win-win outcomes and consistently produces superior results.



So what is behind the SMART Dealmaking Framework?

The SMART Dealmaking Framework draws on the seasoned skills and experience of FirstCapital's team of client-facing experts, working in collaboration with clients to achieve the optimal outcome in transactions. Using the SMART Dealmaking Framework, FirstCapital has consistently delivered an average 50% premium in valuation for clients since 1999.

The SMART Dealmaking Framework enables FirstCapital to help clients extract greater value from deals in dynamic fast moving markets. Sellers and buyers often overlook opportunities to derive full value by not fully thinking through the strategic drivers of a deal or understanding the dynamics for the other side.

FirstCapital is changing this. Its SMART Dealmaking Framework is synonymous with more valuable transactions. Deeper market insight informs deal strategy, followed through with a tried and tested dealmaking process, enabling sellers, buyers and stakeholders to achieve their highest ambitions.

## SMART Dealmaking Framework

In the world of technology company buyouts and M&A everyone is seeking a competitive edge. So, what makes the SMART Dealmaking Framework repeatedly successful? And how does FirstCapital's expert team use it to best advantage?



The SMART Dealmaking Framework begins with Strategic Insight. This is designed to ensure that essential prerequisites for optimal dealmaking success are established from the outset.

FirstCapital believes that deals should start with a comprehensive analysis of client and stakeholder requirements. Clarity of objectives at the outset is essential, and seller objectives and business strategies have to be aligned with market requirements.

FirstCapital experts are in constant contact and dialogue with the most well-informed and well-connected senior decision makers at buyers and investor groups on a global basis. This ensures that they understand technology market needs, drivers and, more importantly, timing of strategic imperatives.

“When we met to discuss ATG, FirstCapital demonstrated their knowledge of, and focus on, strategic buyers better than any of the other advisors we consulted.”

Bob Fairchild, Chairman of ATG Media

In exceptional dealmaking, finding the best fit and the optimal solution requires creative thinking and a flexible approach, a hallmark of FirstCapital's unique expertise.



Marketing a deal in the right way is paramount for the utmost success. The opportunity needs to be articulated and presented in such a way that its winning potential is clearly evident to potential buyers, inviting a positive response.

Often best-matched buyers might not be the most obvious names out there, and FirstCapital's insight ensures that all angles for value are considered.

In the M&A market different buyers are looking for different opportunities in different ways – and those nuances need to be understood and messages adjusted accordingly. Clients and buyers alike often tell us our ability to tell their story is outstanding.



Knowing and getting the attention of the right person is the vital next stage in the SMART Dealmaking Framework process. Gaining access to senior decision-makers in the technology arena is about making the right connections – and that means the right global connections, and knowing which opportunities are relevant for them.

Since 1999, FirstCapital has invested extensive time and resources in building and maintaining relationships in the buyer and investor communities.

“FirstCapital's ability to connect with the right buyers is excellent. We were after media buyers and we got interest from the five biggest buyers in the world”

Chris Harvey, CEO, Salmon

**Salmon**  
SHAPING FUTURE COMMERCE

FirstCapital's network of global connections means that its experienced dealmakers are in touch with an unparalleled network of corporate buyers, investors and other M&A market practitioners and influencers, from London to Silicon Valley, Tokyo and beyond. Thinking through who would be the right partners to target for a particular deal is certainly a starting point; but the ability to pick up the phone, pitch the deal and get the client in front of the decision maker in order to see a deal through to a successful close is imperative.



Understanding how the various elements of the deal structure interact is essential to securing a winning outcome. Contrary to common opinion, the highest price does not always ultimately guarantee the best deal in a company buyout or M&A proposition.

Negotiation is a rigorous and exacting undertaking, and FirstCapital's reputation for successfully navigating and facilitating decision-making and its experience in negotiating deals across the globe helps ensure win-win deals for all parties. FirstCapital's depth of experience means that its experts can front negotiations on behalf of its clients, or act in an advisory capacity depending on client preference.

“The calibre of FirstCapital's people was outstanding and they formed a very strong team alongside our lawyers and CFO.”

Sean Phelan,  
Founder of Multimap

**multimap**



The deal is not done until the final legal agreements are signed and the money is in the bank. In the closing stages of the transaction, the sellers, buyers and stakeholders, with FirstCapital's advice and support, are all heading in the same direction, guided and unified by a shared desire to finalise a smarter deal that exceeds everyone's expectations.

Expert management of all stages of the deal-making process ensures there are no unforeseen complications or last-minute delays. FirstCapital's end-to-end approach applies to the last stage of closing the deal as much as the opening strategic planning, to ensure a win-win outcome for all.