

12 EXIT PATHS: WHICH ONE ARE YOU ON?

Every Founder Exits. Few Do It Right.

Here's How to Build a Business
Buyers Actually Want.



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CONTENTS

<u>What Most Founders Don't Know About Exiting</u>	03
<u>Introduction</u>	06
<u>The 12 Exit Paths at a Glance</u>	08
<u>The 7 Valuation Multipliers That Drive Every Exit</u>	10
<u>Exit Path 1 — Full Strategic Exit</u>	13
<u>Exit Path 2 — Private Equity Acquisition</u>	16
<u>Exit Path 3 — Family Succession</u>	19
<u>Exit Path 4 — Management Buyout (MBO)</u>	22
<u>Exit Path 5 — Acqui-Hire</u>	25
<u>Exit Path 6 — IPO or SME Listing</u>	28
<u>Exit Path 7 — Merger</u>	31
<u>Exit Path 8 — Asset Sale</u>	34
<u>Exit Path 9 — Partial Exit</u>	37
<u>Exit Path 10 — Lifestyle Exit</u>	40
<u>Exit Path 11 — Legacy Wind-Down</u>	43
<u>Exit Path 12 — Distressed Sale</u>	46
<u>Your Preparation Starts Now</u>	50

WHAT MOST FOUNDERS DON'T KNOW ABOUT EXITING

They think an exit is one thing:
Sell. Walk away. Done.

But in reality?

There are 12 paths.
(Yes, you read it right.)
And choosing the wrong one can quietly erase years of hard work.

HI, I'M SURABHI SHENOY.

I've built 2 multi-million dollar businesses from ground up. And I've exited both—one was winged, the other was done like a blueprint.



Today, I work behind the scenes with founders. Some come to me early, some too late.

But all of them say the same thing:
“I wish I'd thought about this sooner.”

That's why I created this guide.

Not to lecture. Not to sell.
But to give you something most founders never get:

- A clear map of the exit paths no one talks about.
- The blind spots that quietly kill valuation.
- And what to do before you're forced to choose in a rush.

Most founders never see this coming.
Until it's too late to do anything about it.

Now you won't be one of them.

So here's what I want you to do:
Grab a pen and paper. Or open a blank note.

And as you read, just one rule:
Answer every question I ask—honestly.

Because the clarity you gain here could shape the exit you
didn't know you needed.

Let's begin.

**Businesses aren't sold.
They're bought.**

Become *buyable.*

INTRODUCTION

You've been building something meaningful. Whether it's been 5 years or 25, there will come a moment when you'll either want—or need—to step away.

But here's the uncomfortable truth:

Most founders wait too long to prepare for that moment.

And when the opportunity finally knocks—a buyer, a partnership, a succession plan—they're not ready. Their business might generate revenue, but it's not buyable. It's too dependent on them, too disorganized, or too vague in its future value.

This guide is designed to change that.

What You'll Learn

- Spot which exit path you're on
- Identify hidden blocks to a smooth exit
- Learn how to increase your business value
- Know what buyers care about (and what they ignore)
- Take the first step to becoming exit-ready — before it's too late

Don't think of this as a sales guide.

Think of it as a **strategic GPS**.

You'll likely resonate with 2–3 paths. Focus on those.

And if what you find worries you—that's a good thing. It means you're waking up early enough to do something about it.

**NEARLY 7 IN 10 BUSINESS OWNERS
PLAN TO EXIT.
BUT MOST WON'T PLAN HOW.**

**74% OF OWNERS WITH < \$500K
BUSINESSES **SKIP EXIT PLANNING
ENTIRELY.****

**EVEN AT \$5M VALUATIONS, OVER
50% STILL WING IT.**

****NO PLAN = NO PREMIUM.**
AND OFTEN, NO PEACE.**

THE 12 EXIT PATHS AT A GLANCE

Path	Exit Type	Brief Description
1	<u>Full Strategic Exit</u>	Sale to a competitor or strategic buyer who sees synergy with your IP, team, or market.
2	<u>Private Equity Acquisition</u>	Sale to a PE firm that values operational maturity, margin, and scalability.
3	<u>Family Succession</u>	Transitioning the business to your children or relatives.
4	<u>Management Buyout (MBO)</u>	Internal leaders buy out your equity and take over the company.
5	<u>Acqui-Hire</u>	Team or talent-based acquisition—buyer wants your people, not your product/services.
6	<u>IPO or SME Listing</u>	Going public via listing on a stock exchange or regional SME platform.
7	<u>Merger</u>	Combining with another entity to create strategic uplift or consolidation.
8	<u>Distressed Sale</u>	A rushed or forced exit due to financial pressure or business instability.
9	<u>Asset Sale</u>	Selling IP, a product line, or a content property—not the whole business.
10	<u>Partial Exit</u>	Selling a minority stake to an investor for liquidity and growth capital.
11	<u>Lifestyle Exit</u>	Stepping back while keeping ownership and recurring income intact.
12	<u>Legacy Wind-Down</u>	Closing the business with clarity and dignity—when it's no longer sellable.

Find the 2–3 that are closest to your situation, then dive in.

**THIS GUIDE IS DESIGNED TO HELP YOU
BUILD A **BUYABLE, EXIT-READY**
BUSINESS.**

THE 7 VALUATION MULTIPLIERS THAT DRIVE EVERY EXIT

Before we dive into the 12 exit paths, let's ground this in reality:

**FOUNDERS DON'T WANT AN EXIT. THEY WANT A VALUABLE ONE.
AND VALUATION ISN'T MAGIC—IT'S MATH, RISK, AND REPEATABILITY.**

Whether you're planning a sale, handing over to your kids, or just stepping back — buyers, investors, and successors all ask the same core question:

“If I take over, how confident am I in what happens next?”

That confidence shows up in your valuation multiple.

Founder Self-Assessment: Your Buyer Confidence Score

Think like a buyer and rate yourself on each of these valuation multipliers on a scale of 1 (Weak) to 5 (Strong).

1. EBITDA / PAT Quality

Profit drives valuation.

Clean, consistent, audit-ready earnings = stronger multiples.

Score yourself: How clean, recurring, and credible are your profits?

2. Revenue Growth (and Its Slope)

Momentum matters more than size.

A \$3M business growing 25% YoY is more valuable than a \$5M one stuck flat.

Score yourself: Is your revenue growth consistent, or spiky and seasonal?

3. Predictability

Buyers trust predictable businesses.

Long-term contracts, recurring models, and stable churn = trust = premium.

Score yourself: How accurately can you forecast your next 2–3 quarters?

4. Recurring Revenue & Contracts

Buyers love cash that's predictable—and already committed. Subscription models, retainer agreements, or 12-month contracts lift valuation.

Score yourself: What % of next quarter's revenue is locked in through contracts or subscriptions?

5. Customer Concentration Risk

If one client is 40% of your revenue, expect a discounted offer. Diversified portfolios = reduced risk for buyers.

Score yourself: Could you lose your top client tomorrow and still stay strong?

6. Team Autonomy & Leadership Depth

Founder-dependent businesses scare buyers.
Autonomous teams = higher value.

Score yourself: How well can your business run without your daily involvement, say over 90 days?

7. Competitive Advantage (a.k.a. Moat)

Buyers pay more when they can't replicate what you've built.
Your edge matters—product, process, brand, tech, network.

Score yourself: How strong and defensible is your competitive advantage?

Quick Check: How Do You Score?

Add your scores (max = 35).

This is your **Buyer Confidence Index**—a quick snapshot of how valuable your business feels to someone else.

Score Range	What It Means
7–17	🚩 Risk-heavy zone. Buyers hesitate—or lowball.
18–24	⚠️ Solid base, but some gaps are pulling down your value.
25–30	✅ Attractive business. A few strategic fixes could push you into premium.
31–35	💰 Premium zone. You're likely on buyers' radar already.

No matter your number, now you know where to focus.
Keep this score in mind as you explore the 12 Exit Paths.
Each path leans on different multipliers.
And the stronger your multipliers, the better your outcome.

EXIT PATH 1

FULL STRATEGIC EXIT



EXIT PATH 1 – FULL STRATEGIC EXIT

You might be here if:

- You're looking for a premium valuation—not just liquidity
- Your business has unique tech, team, IP, or market presence
- You've received informal interest from a competitor or partner
- You're positioning your business as a growth engine for the buyer—not just a transaction.

What's at stake

Your company gets absorbed by a bigger player.

You want to protect your team, maximize valuation, and prove why you're a strategic win—not just another asset.

Common founder blind spots

- Believing the acquirer will “see the value” without it being packaged
- Lack of SOPs, documented IP, or team continuity plans
- Failing to tell a compelling synergy story in investor decks

Are any of these true for you?

- ☐ You're still the glue that holds everything together
- ☐ You've never built a “Why acquire us?” deck
- ☐ Your systems and assets live mostly in your head
- ☐ The team would struggle without your daily oversight
- ☐ You've never practiced telling your “strategic fit” story out loud

Valuation Context: What Matters Most Here

Strategic buyers don't just buy profit—they buy *fit*.

They want to know how your business unlocks **their next stage of growth**.

Key multipliers in this exit

- **Synergy narrative:** Why acquiring you expands their market, speed, or product line
- **IP defensibility:** Is your tech or process unique, documented, and transferrable?
- **Team and culture continuity:** Will your people stay post-acquisition and deliver?
- **Revenue retention risk:** What might get lost in transition—and how are you mitigating it?
- **Growth upside:** Can they 2x your business post-acquisition without major surgery or cash infusion?

If you're weak in these areas, buyers either walk—or lowball.

Next Step

You don't need an M&A advisor yet.

You need to make your business “irresistible” before the offer even comes.

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EXIT PATH 2

PRIVATE EQUITY ACQUISITION



EXIT PATH 2 – PRIVATE EQUITY ACQUISITION

You might be here if:

- Your business is generating solid EBITDA and consistent growth
- PE firms are circling, or you're considering reaching out
- You're aiming for a multiple and looking to de-risk your personal exposure
- You're open to staying involved post-acquisition — but want a structured path to reduce founder dependency.

What's at stake

PE firms care about growth—but only if it's scalable.

If your numbers are messy, your team can't lead without you, or your systems live in your head, your valuation drops—or the deal dies.

Common founder blind spots

- Lack of clean, audit-grade financials
- No clear growth levers beyond hustle
- Underdeveloped leadership pipeline
- No capital deployment plan for post-investment scaling
- Overestimating how “professional” the business looks on paper
- You assume the buyer will fund your growth ideas—even though you've never documented or tested them.

Are any of these true for you?

- ☐ You haven't done a mock due diligence process
- ☐ Your P&L is clean... until they start asking questions
- ☐ You're still the default for strategic decisions
- ☐ You're unclear how a buyer would 2–3x the business post-acquisition

Valuation Context: What Matters Most Here

PE firms pay for stability, scalability, and maturity. They discount—or walk—if your structure can't support scale, no matter how profitable you are.

Key multipliers in this exit

- **EBITDA quality:** High-margin, recurring profits = higher multiple
- **Leadership autonomy:** If they have to replace you, it costs them
- **Audit-ready financials:** Red flags in accounting reduce offer size or kill the deal
- **Scalability:** Can they 2–3x the business with capital, without firefighting?
- **Capital deployment plan:** Do you know how you'll use the money to drive ROI?

Multiples vary by industry, growth rate, and deal structure — but strong businesses with these signals often land in the 6–9x EBITDA range. Without them, 3–5x is typical—or deals stall altogether.

Next Step

PE buyers love operational clarity.

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EXIT PATH 3

FAMILY SUCCESSION



EXIT PATH 3 – FAMILY SUCCESSION

You might be here if:

- Your children or relatives are involved in the business
- You're nearing retirement or feeling succession pressure
- You want the business to stay in the family, but you're unsure how
- You're wondering how to step back so that leave a legacy—not a liability.

What's at stake

Passing down the business without resentment, dysfunction, or failure. You want your family to choose the business—not endure it out of guilt.

Common founder blind spots

- Avoiding hard conversations about roles, rights, and readiness
- Believing love guarantees leadership readiness
- Staying involved too long and disempowering the next gen
- Avoiding hard truths about capability gaps in the next gen

Are any of these true for you?

- ☐ You haven't defined clear decision rights for successors
- ☐ You're unsure if they even want the business
- ☐ Your team still sees you as the only authority
- ☐ Your succession plan lives in your head, not on paper

Valuation Context: What Matters Most Here

This path isn't about market value—it's about continuity, dignity, and long-term wealth preservation.

While you may not sell the business, its value still matters—for inheritance, tax, and planning purposes.

Key multipliers in this exit

- **Operational systems:** Succession fails when knowledge transfer fails
- **Decision clarity:** Successors must have real authority, not borrowed influence
- **Family alignment:** Everyone must know their role, expectations, and rights
- **Cultural integrity:** Founders must step back without eroding values
- **Wealth planning:** Ensure estate and ownership structures are legally sound

Next Step

Most succession plans fall apart—not from lack of love, but from lack of clarity.

Let's map yours, before legacy becomes liability.

[Click for your free Exit-readiness call](#)

EXIT PATH 4

MANAGEMENT BUYOUT (MBO)



EXIT PATH 4 – MANAGEMENT BUYOUT (MBO)

You might be here if:

- You have trusted internal leaders who could take over
- You're ready to exit gradually and want continuity
- You'd prefer selling internally over external buyers
- You want to reward loyalty without risking the legacy.

What's at stake

Turning your team into owners while ensuring fair valuation, leadership alignment, and operational integrity. And doing it without destroying relationships, momentum, or morale.

Common founder blind spots

- Assuming your team is ready when they're not
- Structuring deals informally and risking future conflict
- Undervaluing the governance shift post-buyout
- Not separating “operating” the business from “owning” the business

Are any of these true for you?

- ☐ You haven't stress-tested your leadership team with real ownership decisions
- ☐ You haven't mapped out the deal structure, equity terms, or earn-outs
- ☐ You're unsure if financing options are viable
- ☐ There's tension or politics around succession timing
- ☐ You haven't planned what happens if the MBO stalls mid-way

Valuation Context: What Matters Most Here

Internal buyers want fair value but don't want friction. You must balance market valuation with deal practicality.

Key multipliers in this exit

- Internal leadership maturity: Can they lead without you?
- Governance setup: Board, roles, and oversight must be defined
- Deal structure: Clear equity split, payment terms, and financing clarity
- Systems handover: Internal SOPs and training pathways must be airtight
- Cultural continuity: The soul of the company must survive the transition

Next Step

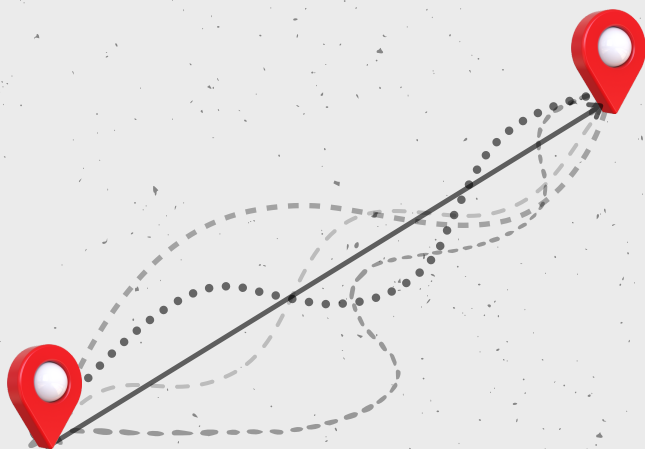
Loyalty doesn't replace structure. Even great teams need clarity to succeed without you.

Let's design the MBO path that protects your people and your peace.

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EXIT PATH 5

ACQUI-HIRE



EXIT PATH 5 – ACQUI-HIRE

You might be here if:

- Your product isn't the prize—your team is
- You've had interest from companies wanting to absorb your people
- You've explored shutting down, pivoting, or selling—and want to create the best outcome for your team.

What's at stake

The value of your exit depends on how attractive your team is to a buyer. You need to tell a compelling human story—why this team wins together, and why they'll keep winning post-acquisition.

Common founder blind spots

- Failing to show how the team operates without them
- Overlooking the emotional journey of post-acquisition integration
- Not documenting team capability, delivery systems, or client success
- Thinking a soft landing needs no prep—when it often needs the most
- Assuming you'll be retained—but you're not part of the acqui-hire deal

Are any of these true for you?

- ☐ Your team has no clear documentation of delivery systems
- ☐ You're still the key point of authority for clients or operations
- ☐ You've never framed your culture or process as assets
- ☐ You're unsure what an acqui-hire deal even looks like

Valuation Context: What Matters Most Here

Buyers are valuing your people. What's being bought is trust, team culture, and how work gets done without chaos.

Key multipliers in this exit

- **Team independence:** Can they thrive without the founder?
- **IP transferability:** Is your team's knowledge captured and portable?
- **Culture fit:** Will your team thrive in someone else's system—and can you prove it?
- **Delivery systems:** The more productized your team, the more buyable
- **Retention likelihood:** Will they stay post-acquisition?

Next Step

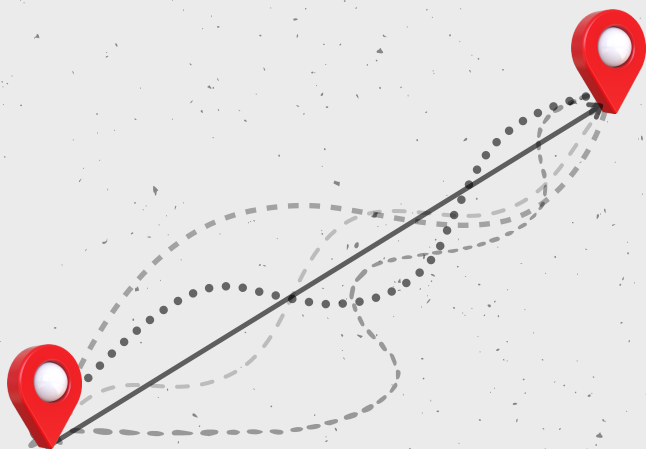
In acqui-hires, the business doesn't exit—*the people do*.

If you want your team to land well and your culture to survive the shift, let's prepare for that journey together.

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EXIT PATH 6

IPO OR SME LISTING



EXIT PATH 6 – IPO OR SME LISTING

You might be here if:

- You want to institutionalize your business
- You're targeting public markets for scale, brand, or liquidity
- You're engaging with bankers, VCs, or SME exchanges
- You want to turn reputation into real market value.

What's at stake

Reputation, transparency, and team durability. Going public adds pressure, polish, and process—all at once.

Common founder blind spots

- Assuming public listing is just about revenue
- Underestimating governance, compliance, and investor scrutiny
- Not preparing leadership team for visibility and accountability
- Forgetting that listing prep starts 2–3 years before the bell rings
- Not understanding post-listing obligations (quarterly reporting, insider protocols, etc.)

Are any of these true for you?

- ☐ You haven't formalized governance or board protocols
- ☐ Your financials wouldn't withstand audit scrutiny
- ☐ Your investor deck focuses more on story than substance
- ☐ Your team isn't media- or investor-ready

Valuation Context: What Matters Most Here

Public markets price maturity and momentum. Your valuation comes from your readiness, not just your revenue. **28**

Key multipliers in this exit

- Audit-ready financials: Non-negotiable
- Governance structure: Board, compliance, and risk management
- Narrative credibility: Can you tell a big story that survives scrutiny?
- Team visibility: Senior leaders must be media, investor, and board-ready
- Scalability story: How does capital create exponential growth?

Next Step

IPOs don't start in the boardroom. They start in the back office —with clean books, strong culture, and real confidence.

If listing's on your radar, let's build the foundation before the spotlight turns on.

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EXIT PATH 7

MERGER



EXIT PATH 7 – MERGER

You might be here if:

- You've found a peer company or partner with strategic overlap
- You want to combine strengths and expand market presence
- You're open to shared ownership and integration
- You see more potential in partnership than going it alone.

You see more potential in partnership than going it alone.

What's at stake

Creating something bigger without creating chaos. Mergers can multiply—or melt value.

Common founder blind spots

- Overlooking cultural mismatch and leadership misalignment
- Not running synergy models before committing
- Not planning post-merger team and process integration

Are any of these true for you?

- ☐ You haven't clarified who leads what post-merger
- ☐ Your team doesn't know what the merger means for them
- ☐ There's no synergy or integration roadmap
- ☐ You haven't defined brand, culture, or leadership unity

Valuation Context: What Matters Most Here

Value is in the synergy. Buyers and partners want to know: Will $1 + 1 = 3$?

Key multipliers in this exit

- Synergy map: Markets, ops, product, people
- Leadership alignment: Clear roles, shared vision
- Cultural fit: Integration planning and value overlap
- Customer narrative: How does this help them?
- Post-merger roadmap: First 100 days and beyond

Next Step

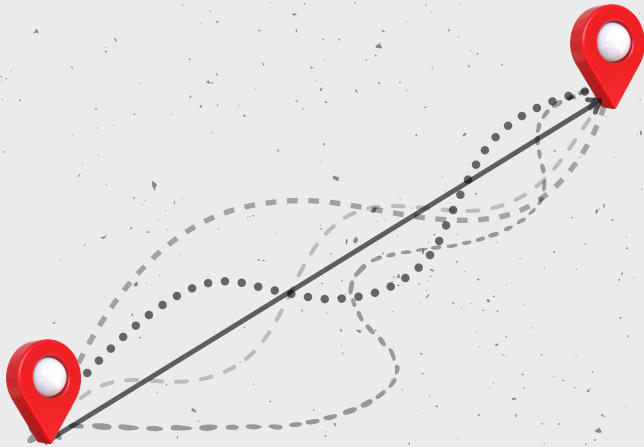
Mergers aren't just about scale. They're about vision, values, and how two companies become one team.

Let's shape your merger to grow what matters—without losing what made you great.

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EXIT PATH 8

ASSET SALE



EXIT PATH 8 – ASSET SALE

You might be here if:

- You're looking to sell a product, course, IP, or content line
- You want to unlock value without exiting the business
- You've built something non-core but valuable
- You've created something buyers want—now it's time to detach cleanly and profitably.

What's at stake

Turning side assets into cash—without derailing focus or diluting your brand.

Not all assets are worth scaling—but they can be worth selling. Exit here is strategic simplification, not surrender.

Common founder blind spots

- Not packaging the asset like a standalone product—with proof, process, and potential (brand, systems, or ROI proof)
- Entangling assets with the main business
- Undervaluing the strategic narrative behind the asset
- Pricing the asset emotionally—without understanding what buyers value most

Are any of these true for you?

- ☐ You've built something valuable but aren't sure how to sell it
- ☐ You haven't documented processes or customer success data
- ☐ You're unclear who would buy it—or why
- ☐ The asset depends on tools, licenses, or systems still tied to the main business

Valuation Context: What Matters Most Here

Buyers want three things: clarity, upside, and a clean handoff. The simpler the package, the better the price.

Key multipliers in this exit

- Asset documentation: Show it works, show it scales, show it sells (SOPs, usage metrics, client wins)
- IP ownership: Clean, transferable, and well-licensed
- Revenue track record: Even small, if predictable, adds value
- Buyer fit: Framed as a bolt-on or portfolio addition
- Operational separation: Can someone run this without touching your main business? Can the asset stand alone?

Next Step

Not every exit means selling the whole business. Sometimes, selling the right piece—at the right time—unlocks your next move.

Let's package your asset so it sells fast, clean, and high.

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EXIT PATH 9

PARTIAL EXIT



EXIT PATH 9 – PARTIAL EXIT

You might be here if:

- You're considering selling a minority stake
- You want liquidity but not a full exit
- You want to bring in growth capital without losing control

You want capital without surrendering your company's soul.

What's at stake

Selling part of your business while keeping your vision, culture, and autonomy intact.

Common founder blind spots

- Structuring deals without clear governance rights
- Taking on investors misaligned with your values or timeline
- Not planning how to use the capital post-investment

Are any of these true for you?

- ☐ You're unsure how to balance liquidity and control
- ☐ You haven't mapped investor decision rights or veto power
- ☐ You lack a clear post-investment scaling plan
- ☐ You haven't aligned your team around the implications

Valuation Context: What Matters Most Here

Investors pay based on upside—and protect themselves with rights. You must signal control *and* alignment.

Key multipliers in this exit

- Clear cap table: Clean equity structure and vesting logic
- Governance guardrails: Keep board dynamics healthy
- Capital use plan: ROI logic tied to investment goals
- Investor narrative: Why this deal makes strategic sense
- Founder motivation: Investors bet on vision + discipline

Next Step

Partial exits are powerful—when structured right. But misaligned investors, murky terms, or unclear goals can hurt more than help.

Let's shape a deal that funds growth and protects your control.

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EXIT PATH 10

LIFESTYLE EXIT



EXIT PATH 10 – LIFESTYLE EXIT

You might be here if:

- You want to step back but keep the business running
- You want recurring income without daily stress
- You care more about time freedom than a sale
- You want income, impact, and peace—without being on every Zoom call.

What's at stake

Creating a business that supports your life without constant founder input. Systems must replace presence.

Common founder blind spots

- Not delegating key decisions and processes
- Failing to build incentive structures for team ownership
- Staying involved out of guilt or habit
- Not measuring performance objectively (without founder “gut feel”)

Are any of these true for you?

- ☐ You're still involved in daily decisions
- ☐ You don't have a system for performance without pressure
- ☐ You haven't built a recurring income model
- ☐ Your team isn't sure who's really in charge

Valuation Context: What Matters Most Here

You're not aiming for a sale—you're designing passive value. But exit readiness still matters.

Key multipliers in this exit

- Team autonomy: 90-day independence test
- Recurring revenue: Subscriptions, retainers, licenses
- Owner compensation model: Dividend, royalty, or buyback
- Delegation systems: SOPs, decision trees, ownership incentives
- Rhythm of involvement: Quarterly reviews, not daily standups

Next Step

Lifestyle exits aren't lazy. They're earned. But without systems, even the best lifestyle business turns into a part-time job with full-time stress.

Let's design the systems that let you step back—without stepping out.

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EXIT PATH 11

LEGACY WIND-DOWN



EXIT PATH 11 – LEGACY WIND-DOWN

You might be here if:

- You no longer want or need to continue the business
- It's not sellable, but it still matters to you
- You want to close the business with the same integrity you built it with.

What's at stake

Leaving behind chaos or closure. This is where founders prove integrity in the final chapter.

Done wrong, it leaves legal mess, broken trust, and reputational harm that lingers.

Common founder blind spots

- Avoiding communication with team or clients
- Forgetting to document key knowledge and processes
- Treating closure as failure instead of evolution
- Not reviewing legacy content, IP, or processes that may still have future value

Are any of these true for you?

- ☐ You haven't notified customers or partners yet
- ☐ Your team doesn't know what's next
- ☐ You're emotionally stuck between legacy and loss
- ☐ You haven't preserved what should be saved

Valuation Context: What Matters Most Here

This isn't about maximizing valuation—it's about minimizing damage and maximizing dignity.

Key multipliers in this exit

- **Team transition:** Severance, referrals, morale support
- **Client communication:** Clean exit story, referrals, data transfers
- **Asset salvage:** IP, brand, content can still be sold or archived
- **Knowledge archive:** SOPs, lessons, culture codes
- **Founder closure:** Psychological reset, purpose reboot

Next Step

Not every business ends with a sale. Some end with strength—through closure that respects your journey, your team, and your values.

If it's time to wrap things up, let's make it clean, clear, and worthy of what you built.

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EXIT PATH 12

DISTRESSED SALE



EXIT PATH 12 – DISTRESSED SALE

You might be here if:

- The business is under severe financial stress
- You're running out of runway or options
- You need to salvage value quickly
- You're being chased by creditors, staff, or customers—and you need to buy time or buyout.

What's at stake

Preserving dignity, minimizing losses, and navigating chaos. A distressed sale is a leadership test under fire.

Common founder blind spots

- Delaying hard decisions too long
- Not knowing which assets are worth fighting for—and which to let go
- Making emotion-driven or rushed deals
- Believing that selling fast means selling low—when the right prep can still protect value

Are any of these true for you?

- ☐ You don't know what parts of your business still hold value
- ☐ You're improvising through legal, team, or customer chaos
- ☐ You're fielding lowball offers with no leverage
- ☐ You haven't considered what happens after the sale

Valuation Context: What Matters Most Here

You're not selling a business—you're monetizing what's left. The key is rapid triage and ruthless clarity—before the vultures arrive.

Key multipliers in this exit

- **Asset clarity:** What still has value—and what's dragging you down? Know what to sell and what to shut down
- **Legal simplicity:** Fewer liabilities, faster closings
- **Buyer narrative:** What's still worth buying and why?
- **Reputation management:** Exit with integrity, not embarrassment Avoid public brand damage
- **Speed of execution:** The longer it drags, the lower the price

Next Step

This isn't about winning. It's about walking away with your head high, and something still in your hands.

Let's find what's still worth saving—fast.

[Click for your free Exit-readiness call](#)

**YOUR PREPARATION
STARTS NOW**

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Less than 30% of businesses that go to market actually sell.

The rest either shut down... or fade out quietly—despite being worth something.

Why?

Because they weren't built to be bought.

Most founders don't fail to exit.
They just wait too long to get ready.

They believe:

"If the offer comes, I'll figure it out."

But the best exits don't happen in reaction. They're engineered, quietly, years in advance.

You've just seen 12 possible paths.
Each one asks something different of you.
But all of them demand the same thing first:

Clarity.

Structure.

A business that works without you.

When the time comes to exit, you'll need a team of experts:

- A broker or banker to source and manage the deal
- A lawyer to navigate structure and risk
- A financial advisor to manage capital, taxes, and wealth

But the truth is:

No advisor can fix what wasn't built right.
That's where I come in.

I'm not your broker.
I don't draft legal docs or run the deal room.

I'm your **Exit Sherpa**—the one who helps you:

- Build a business that buyers actually want to buy
- Strengthen the systems, margins, and independence that drive valuation
- Get clarity on which exit path fits you best
- Stay strategic when the offers arrive
-

When the deal begins, your advisors will handle the execution. But you'll walk in ready to cash out —with leverage, options, and peace of mind.

Let's Begin Here

Choose a 45-minute Exit Fit call.

You'll walk away with:

- Your exit-readiness score
- Clarity on which path you're on
- The 1–2 levers that will boost your value the fastest

 [Click for your free Exit-readiness call](#)

**Your exit might be years away.
But building a buyable business
starts now.**

If this guide sparked something,
you'll love what I share regularly.



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for founders who lead sharp,
grow smart, and build chase-
worthy businesses.

Build well now.
Exit on your terms later.

Talk soon!
Surabhi Shenoy

