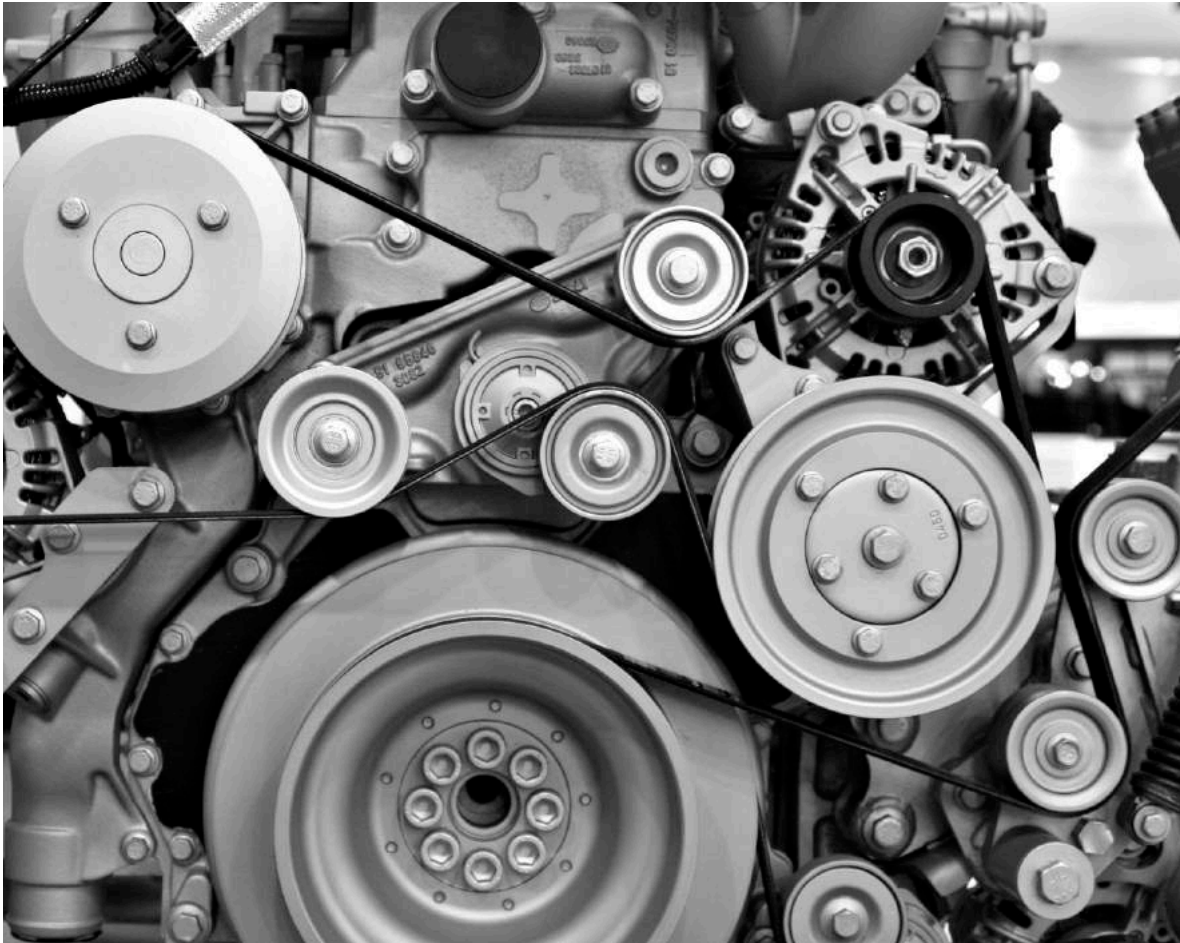


Your business is an engine.



We measure the gears inside and calculate how well they function.

If you think of business as an engine, and that financial valuations measure *the outputs*—the revenue and profit—CoreValue® quantifies the ‘gears’ inside the engine, and the ability of those gears to work together to drive future revenue and profit at/or above its current rate.

CoreValue® Rating

As you answer questions about your company, CoreValue quantifies the durability, sustainability, and efficiency of your business engine. Your CoreValue Rating is scored on a scale from 0-100. The higher your score, the greater probability that your business will be able to generate future revenue and profit at or above its current rate.



How CoreValue® Works:

Step 1: From any computer, laptop, or tablet, you can access your CoreValue account. After providing some basic information about your company, we walk you through 18 questions to get started, one question for each of the 18 drivers, then dive a bit deeper into each. Typically, this takes less than 90 minutes

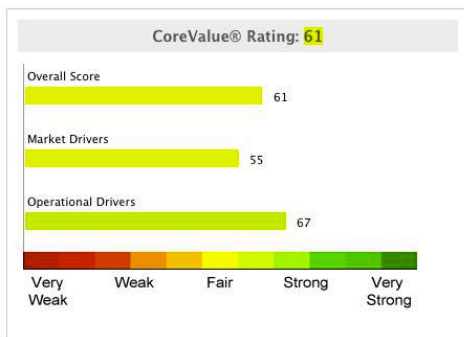
Sales & Marketing » Market Research

Goal: You have access to, and regularly use, market research to make informed marketing, sales, and operational decisions.

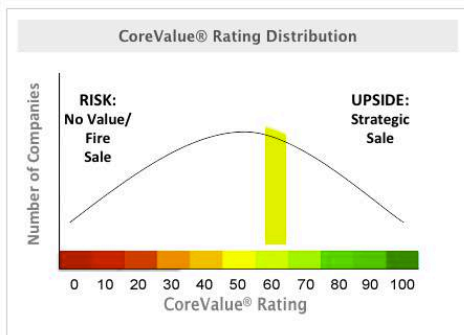
Hint: Market research can include such things as surveys, feedback, focus groups, and quantified data on usage, trends, attitudes, etc. Trade associations are usually a great resource for market research.

We use data to back most of our decisions
 We use data for the big decisions
 We sometimes use data
 We rarely use data
 We prefer to shoot from the hip

Step 2: After you complete level 2 of the workbook, you can review all your reports, tackle your task list, dive deeper into the workbook (level 3), or start entering valuable company data in your company's Vault. We store everything for you, safely and securely.



CoreValue
SOFTWARE



Company Overview | Financials | Sales & Marketing | Operations | Customer Satisfaction | Senior Management | Human Resources | Innovation

Workbook - 61% complete

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