



Laura K. Sandstrom, ASA

Mobile: 513-513-VALU

Cincinnati, OH

Highlight Reel

- Elected to lead Strategy team within 2 weeks of being hired
- Assisted over 200 start-ups to meet valuation requirements; worked with owners that were F&F backed or well funded by VC firms
- Expert level at all valuations methods (GPC, GLT, DCF)
- Achieved and keep current with CPE for my 5-Year certification in valuing companies / complex modeling
- CFO at a \$1B+ firm called me her "Human Swiss Army Knife"
- Created all M&A Playbooks & Integration at a large firm from ground zero
- Large PE firm indicated I had the best modeling skills of all personnel at their PortCo

M&A Experience

- Created 15-20 deal models large PE Firm; acquisition, divestiture, carve-out, common control
- Deals ranged in size from \$500K (small asset acquisition) to almost \$200M; Most within \$25M-\$75M; targets in US, UK, and Europe
- Chief Information Officer and Chief Integration Officer for M&A Deals
- Devised Synergy Tracker; partnered w/ LOB to ensure synergies achieved
- Created Acquisition Dashboard
- Constructed 1-Pager for Deal Summary includes IRR, NPV, Payback etc.
- Led post close financial and accounting systems integration, working closely with functional leaders

Start-Up / SaaS

- Expert at start-up modeling including staffing plans, revenue model, cash forecasting etc.
- Created SaaS KPI metrics and underwriting template for high profile SaaS lender
- Pioneered all ARR, MRR, Churn, KPIs; Conducted Lifting & Cohort Analysis, Market Penetration and TAM for software provider
- Cost of a Sales Rep
- Cost to Acquire a Client
- Cost to offer trial subscription; adoption rate sensitivities
- Rule of 40 Scatterplot
- LTV:CAC R² correlation calculations for metrics/trends published by competitors
- Keep current on SaaS trends by continually reviewing published research

Corporate Finance

- Managed 13-week cash flow *global* cash flow consolidation for PE firm
- Regression modeling, tornado charts, bridge
- Utilize Wall Street Prep (WSP) modeling & Training the Street (TTS)
- *Uniquely qualified* for pre-deal M&A and post-deal valuation expertise; 20-years consulting experience to know how certain pre-deal terms impact the opening balance sheet and have long-term accounting impacts (earn outs, target working capital → IRR)
- Certified in valuing intangible assets; customer lists (Weibull curves), workforce, distributor network you name it!
- Manage post-close ASC 805/350

IPO Prep

- Prepared roadshow inserts for TAM & competitive intelligence research comparing results to pre-IPO results of competitors
- Conducted valuations for numerous start-ups that ultimately decided to IPO: EOSHealth (now Livongo), DraftKings, TransferWise (now Wise)
- Devised KPIs for Board Deck of a \$1B+ company and update monthly
- Created Rule of 40 and SaaS metrics for board deck inclusion prior to IPO; mirrored Goldman articles on such topics and regressed results
- 25+ Years of being "Diligence Quarterback" connecting legal, IB, Auditors, QOE, HR, Internal Leaders



Wall Street Journal Award



The Music Paradigm®



ARTHUR ANDERSEN



Deloitte.

Wall Street Prep

VC/PE Firms (Sample) "Laura, thank you very much for your prompt attention and professionalism throughout this process. We look forward to working with you again." (PE Firm)



LEVEL EQUITY

CCMP
CAPITAL



Valuation Clients (Sample) "I've started calling our clients for feedback...they loved you." (Superior)

