

# Build a business that runs without you. *Whether you stay forever or sell tomorrow.*

## The Synergy Promise

Most owner-led businesses hit a wall somewhere between \$1M and \$50M in revenue. The founder becomes the bottleneck. Decisions back up. Growth gets expensive. The exit, if there ever is one, becomes a fire sale instead of a payday.

Synergy fixes that. We install the fractional C-suite leadership, financial discipline, and operating structure (Synergy Hacked) that turns an owner-dependent company into a business that runs itself.

*“Exit readiness and run-it-forever readiness are the same thing.”*

## Who We Work With

### Owner-Operators

Founders running \$1M–\$50M businesses who are stuck in the day-to-day and need to either scale beyond themselves or prepare for a meaningful exit.

### Private Equity

PE firms with portfolio companies that need fractional executive horsepower without the cost or commitment of a full-time C-suite hire.

### ETA / Search Funds

Searchers and recently-acquired operators who need an experienced bench behind them while they take the reins.

### CPAs & Advisors

Professional services firms whose clients have outgrown bookkeeping and tax compliance and need real CFO-level guidance.

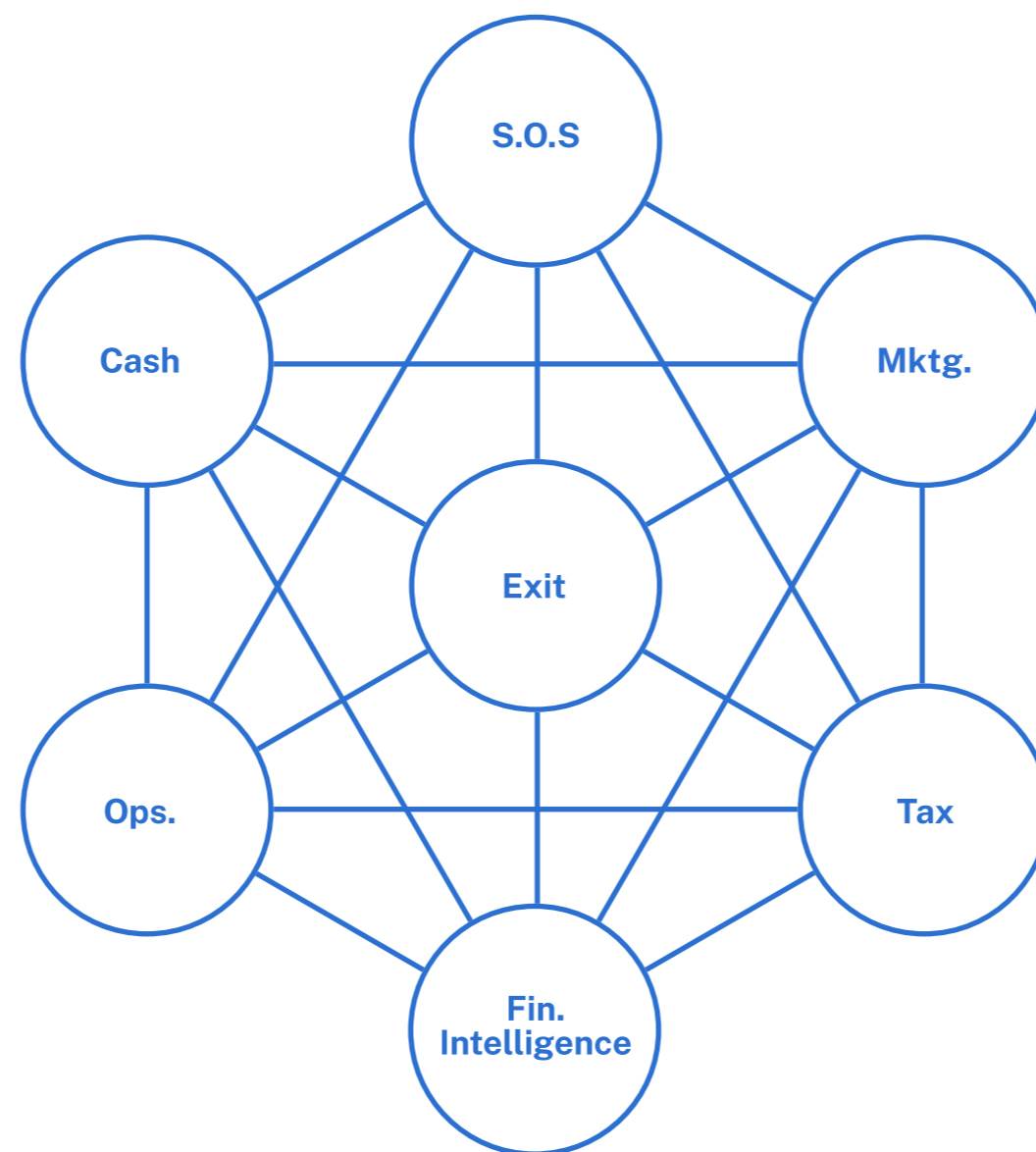
## Synergy Hacked

*Our methodology for building businesses that run without the owner.*

Synergy Hacked is built on seven pillars. Each one is a discipline that, on its own, makes a business more valuable. Together, they make a business that compounds, the kind of business a strategic buyer will pay a premium for, and the kind of business an owner can actually step away from.

Exit Planning sits at the center because every other pillar feeds into it. The same operational discipline that makes a business sellable is the discipline that makes it run well long-term. There is no trade-off.

## The Seven Pillars



# 1

## Exit Planning

### *The center of it all*

Every decision a founder makes, hire, invest, sell, restructure, should pass through one filter: does this make the business more valuable to a future owner? Exit Planning is not a one-time event. It is the lens we apply to everything else.

- Valuation benchmarking and gap analysis
- Buyer-readiness assessment and roadmap
- Owner-dependency reduction planning
- Deal structuring and timeline coordination

# 2

## Cash & Profit First

### *Profit by design*

Cash is reality. We install a profit-first operating discipline that pays the owner first, funds the business second, and turns profitability into a deliberate outcome instead of a quarterly surprise.

- Profit First account architecture
- Cash flow forecasting and runway modeling
- Margin analysis by product, service, and customer
- Pricing strategy and unit economics

## 3 Systems & Operating Structure (SOS)

### *Structure that scales*

A business cannot scale on heroics. We document the workflows, decision rights, and operating cadence that let the company run on rails instead of running on the founder. This is what turns a job into an asset.

- Org design and accountability mapping
- SOP documentation and process standardization
- Meeting cadence and operating rhythm
- Role clarity and delegation frameworks

## 4 Tax

### *Comprehensive Tax Planning Begins In January*

Tax strategy that only shows up in March is not strategy, it is data entry. We integrate tax planning into the operating calendar so that every major business decision is made with the tax consequence already accounted for.

- Entity structure and optimization
- Year-round tax planning and projections
- Owner compensation and distribution strategy
- Transaction and exit tax planning

## 5 Financial Intelligence

### *Close clean. Forecast forward.*

You cannot run a business on a P&L that closes 45 days late. We build the close discipline, reporting infrastructure, and forward-looking models that turn the finance function from a rearview mirror into a windshield.

- Monthly close in five business days or less
- KPI dashboards and management reporting
- Rolling 13-week cash forecasts and annual budgets
- Board and investor reporting packages

# 6 Operations

## *Fix the machine before you add fuel*

Pouring marketing spend or new hires into a broken operation just makes the chaos bigger and more expensive.

We audit, redesign, and stabilize the operational engine.

- Operational diagnostic and bottleneck analysis
- Capacity planning and workflow optimization
- Vendor, supply chain, and fulfillment review
- Technology stack and automation assessment

# 7 Marketing

## *Growth that operations can handle*

Great marketing on a broken operation is a guaranteed way to lose customers faster. We execute a marketing strategy that matches the operational reality. then scale it deliberately as the engine gets stronger.

- Positioning, messaging, and ideal-client profile
- Channel strategy and pipeline design
- Marketing-to-operations capacity alignment
- Lead generation and conversion optimization

## How We Engage

Synergy is fractional. That means real C-suite expertise on real engagements, without the cost, the equity hit, or the commitment of a full-time hire. We embed with your team, run the function, and build the systems that eventually run themselves.

### Triage Call

A 30-minute conversation to understand where you are, where you are stuck, and whether Synergy is the right fit. No pitch. No pressure.

### Diagnostic

A structured assessment across the seven pillars. You leave with a clear picture of your highest-leverage gaps, whether you engage us or not.

### Roadmap

A prioritized plan of what to fix, in what order, with what resources. Built around your goals: scale, exit, or both.

### Fractional Engagement

Embedded fractional leadership, CFO, COO, CMO, executing the roadmap alongside your team on a monthly retainer.

### Transition

As your business matures, we transition systems and responsibilities to internal hires, advisors, or buyers. The goal has always been to make ourselves replaceable.

## What Makes Synergy Different

- **We do not sell hours. We sell outcomes,** a business that runs without you.
- **We do not pick a single discipline.** We work the whole system, because the bottleneck is rarely where you think it is.
- **We do not stop at the strategy deck.** We embed and execute alongside your team.
- We design every engagement so that exit-readiness and operational excellence are the same outcome, **not competing priorities.**
- We work with the founders, the operators, the advisors, and the investors, **because every stakeholder has a stake in the same answer.**

*Ready to Build a Business That  
Runs Without You?*

Start with a 30-minute triage call. We will identify your highest-leverage gap across the seven pillars and tell you whether Synergy is the right fit, or whether you need something different.

***Book a triage call***

[wearesynergysolutions.com](http://wearesynergysolutions.com)

## Also from Synergy

From Burnt Out to Bought Out, our podcast on building owner-led businesses worth selling (and worth running). Co-hosted by Ryan and Jon, with guests who have lived it. New episodes available on every major platform.

**Synergy<sup>®</sup>**

**Fractional C-Suite for Owner-Led Businesses**