

## **From Concept to Reality**

Companies start out because the founder conceives a great idea. The idea is translated into an image, or a story that must sustain the company as it goes into the marketplace to prove that it has something of substance to offer. Hopefully a work product will emerge as proof that a solution has been developed that will meet the need of some element of society.

The proof of concept, experience factor and an approach to getting the job done demonstrates and validates the company as a potential reliable source of supply or service for the marketplace. The challenge then is to build an infrastructure that will sustain repeatable, multiple product deliveries. Once the framework is established, focus must be on a workable profit producing business model that will gain momentum as success emerges and significant orders mount. As the company becomes successful the notion of “low risk” and “innovation” that was prevalent during start-up mode must continue to be an important part the culture of the organization.

These ideas are not novel and are certainly known to all who have started companies or are in the “C” level jobs. But it is the re-invention of the company that must be a major part of the continuum. The extraordinary levels of creativity and innovation that made the company a possibility in the first place cannot be allowed to fade. This is what will continue to drive revenue growth and operating margin expansion, but the financial conservatism of the early days cannot be forgotten.

To keep the focus on maximizing corporate value it should never be forgotten that the payoff comes when the company’s valuation metrics show evidence of continued profitability and visibility into the promise of the future. Operational realities that demonstrate upside potential are an absolute necessity to maximize the value of the company. Carefully planned, low-risk introductions of new ideas into actionable implementation plans will justify a premium valuation. This will suggest that an attractive return on investment will be probable justifying a premium price for the stock of the company.

Plus Point – the place reached when value is added  
*Working with Plus Point Partners will be game changing for your company!*