YOUR BUSINESS. OUR EXPERTISE.
Confluence Capital Group.

A convergence of resources and expertise to help businesses reach their next level of growth.
WE HELP TAKE YOUR BUSINESS TO A NEW LEVEL.

The Confluence Capital Group provides a variety of consulting services to public and private companies. We offer direct, hands-on consulting from our principals, and when required, from our consortium of specialized partners—including legal, financial services, accounting, marketing, and more. We facilitate the convergence of expert business minds and resources in the pursuit of a focused objective: to help your business achieve a new level of growth.
IN-THE-TRENCHES EXPERIENCE.

Our principals have combined business management experience of more than 100 years. This includes executive management and board-level positions and committees, such as Director, CEO, and CFO, as well as active participation and management of every facet of a company’s operational functions. Manufacturing. R&D. Engineering. Sales. Finance. Quality control. Purchasing. Human resources. Marketing. And more.

We are skilled at leveraging that experience into the accomplishment of quantitative, measurable objectives. Whether you are restructuring corporate operations, implementing an ISO certification program, providing market analysis, developing metrics and reporting standards, or setting your business up for a pre-sale valuation.

We have, for example, taken private companies public and public companies private. We have also helped raise millions of dollars through debt holders and private and public equity placements.
WE SPECIALIZE IN:

Business Strategy. We will help you define and establish clear goals for business missions and strategic framework. And show you where and how value-add can be created with innovative product-market combinations.

Market Analysis. Knowing your market’s needs, and how it is currently serviced, arms you for reaching growth objectives. We will help you analyze your current market, identify new markets, define your competition, identify strengths, weaknesses, opportunities, threats, assess environmental or organic changes in your market, and more.

Management Reporting Systems. Whether you’re expanding business lines, entering new markets, or working to improve your operations performance, we will provide expert counsel and recommendations for implementing management reporting tools. Our team will develop specifications for capturing or reporting data, develop effective benchmarking programs, and identify information critical to monitoring and supporting your operations.

Product Innovation. New product development is predicated on balancing available R&D resources with a projected return on investment. We will help you conduct market analysis, develop clear product strategies, evaluate product maintenance requirements, and analyze sales opportunities.

Turnaround Management. We can help you analyze the status and condition of your company for a “go-forward” or “close down” decision. And then we will help you execute the resolution of that decision, with the best possible recovery or utilization of assets for investors or debt holders. We define the best possible business model, market strategy, product platform, and if required, replacement management.
New Ventures and Start-up Companies. There are a myriad of decisions involved in starting a new business. Our team can help you identify and evaluate objectives, goals, and structure. Most importantly, we will help you create a formal business plan.

We will help you with critical issues such as:

- Determining the appropriate company type and format
- Researching the feasibility of your business idea
- Establishing measurable objectives to attract investors
- Selecting an attractive location
- Choosing the right accounting system for your business
- Developing a relevant marketing plan
- Building your business identity
- Designing marketing collateral
- Building an effective Web site
- Establishing product & service offerings
- Building vendor relations
- Developing the internal processes to manage your business operations efficiently
- Establishing HR requirements
Outside Independent Directors. We can evaluate and provide directors for corporations, private companies, and family-owned businesses. Confluence Capital Group and our professional partners will help you develop strategic roadmaps for topics such as:

- Corporate governance
- Roles of the Board
- Ethical business practices
- Regulation compliance
- Insights on unique and pressing challenges
- Strategic alliances

As a member of your Board, we will provide you with independent and inventive approaches that are a balance of thoughtful analysis and creative “out-of-the box” thinking.

Executive Mentoring. As a senior executive, you may deal with a multitude of situations from merger & acquisition opportunities, evaluations of law firms, accounting firms, investment banks, and hiring trusted talent. You may also find yourself dealing with unsatisfied vendors, customers and staff, considering downsizing, restructuring your equity or debt, and reconciling your assets.

We can help guide your business and mentor your senior executives during a critical ramp-up or downsizing. We can advise those who have not filled executive roles in the past, or executives who would like an advisor to provide a different perspective. Our principals are highly qualified to provide personalized coaching and insight to a young or inexperienced management team.

Mentor Capitalists. Whether you are preparing for the next stage of your growth or are just getting started, we have the experience, resources, and relationships necessary to help you acquire capital. We are not venture capitalists nor investment bankers. But we can steer you in the proper direction.
WE COMPLEMENT YOUR EXPERTISE.

Most business owners and executives are skilled at running day-to-day business activities, but often lack discrete expertise in key areas, particularly related to structured, strategic, scalable growth. And even if the expertise is there, time constraints typically preclude the commitment that such endeavors demand. That’s where Confluence Capital Group excels. We can help you plan a growth strategy, devise a roadmap, and execute it. We can, for example, help you locate and obtain additional funding. We can perform market analysis, product recommendation, and placement. We can help you develop a professional sales team and sales process. We can help you build and sustain growth by putting organization and process in place, such as ERP software.

HOW TO GROW?

Organic vs. external? Build or buy?

Almost all companies with growth ambitions face these questions. Acquisition, for example, can be extraordinarily daunting and complex — but often is the most effective and expedient method for growth. How do you look for complementary businesses? How do you value an acquisition? Interpret diligence? Determine a good buy? Validate stated financial information? Confluence Capital Group will help you analyze and plan the best growth path to help you achieve your objectives.
EXIT STRATEGIES ARE THE MOST VEXING FOR MANY COMPANIES.

We are skilled at positioning your company for an equity event. And to help you get the absolute most for your investment. From public offerings evaluation and counsel, to strategies for selling your business. The latter situation, for example, requires careful analysis and planning, and often takes at least a year for proper pre-sale work. Our goal may be to increase your multiplier, while at the same time preserving your company legacy and ensuring that employees are thoughtfully considered and well cared for.

WHY WORK WITH US.

A successful engagement with you isn’t consummated overnight. It takes time to assess how we can increase value for your company. To look for the right solutions that capitalize on your strengths. To eliminate the weaknesses. And develop opportunities to provide security for your employees and ensure a strong legacy for your company. What we’re not is a consultancy firm that is long on green MBAs and short on actual real-world practice. Our approach is to assess your situation, examine your objectives, plan a course of action, and help you execute that action. This is often done with our partner teams of experts we have worked with for many years, in many companies, and whose expertise and trust are unimpeachable.
Subsequent to execution, we frequently continue to monitor and advise. We stay on board and provide ongoing oversight and counsel. “CEO mentoring,” we call it. In addition, if needed, we place emphasis on helping you establish a top Board of Directors, comprised of the best, and most appropriate, business practitioners available.

Your expertise is in running your company on a daily basis. Our services are complementary and supplementary. We can come in and do the heavy lifting for the growth initiatives for which you have neither the time nor the expertise.

WE’D LOVE TO SIT DOWN AND TALK.

Let’s discuss your situation and objectives.

Please contact us at 425.212.3500 or email info@confluencecap.com.
BUSINESS STRATEGY
MARKET ANALYSIS
MANAGEMENT REPORTING SYSTEMS
PRODUCT INNOVATION
TURNAROUND MANAGEMENT
NEW VENTURES AND START-UP COMPANIES
OUTSIDE INDEPENDENT DIRECTORS
EXECUTIVE MENTORING
MENTOR CAPITALISTS