



Financial Adrenaline is a program focused on educating business executives about the power and value of Strategic Finance. The Business Ferret™ is a revolutionary and proprietary product that provides a graphic, interactive business analysis by translating traditional financial information into powerful visual and action-oriented plans focused on 3 primary objectives:

Increase Free Cash Flow • Optimize Financial Resources • Enhance Marketable Value



Be sure to visit the [Exkalibur.com](http://Exkalibur.com) web site to learn more about Financial Adrenaline and the Business Ferret™.

Subscribe to the [Sword Tips](http://Sword Tips blog) blog at [Exkalibur.com](http://Exkalibur.com) so you won't miss our regular updates as well as fresh ideas and practical strategies to help you integrate Strategic Finance into your everyday business decision making.



***Don't let Finance become the reason for business failure. Drive lower risk and higher sustainable cash flow for your business.***

## ***BENEFITS***

- Create a powerful five year analysis - no additional time required
- Identify key drivers to optimize fastest / biggest improvement in Free Cash Flow
- Measure & monitor your progress toward your annual financial goals
- Understand debt & equity financing needs & eligibility
- Evaluate financial performance to develop tactical action plans
- Evaluate pros & cons of offering customer discounts & taking vendor discounts
- Calculate value creation using three principal valuation methods

## ***FEATURES***

- Performance Scorecard: > 100 Variables - Last 4 Yrs. - 15 categories - 4 Themes
- Over 75 powerful graphs and interactive visual tools
- Scenario Planning tools to leverage 10 most powerful cash generation sources
- Tactical Action Tools to create and implement action plans
- Benchmarking against industry peers chosen from 17,000 public companies
- Examine business performance in any of the last five years in exceptional detail
- Robust 12 month cash flow based forecast focused on building Free Cash Flow

***Please call to learn if you qualify for the Complimentary Business Ferret™ 5 Year Analysis - at no cost or obligation.***

### **CALIFORNIA**

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