

Experience Makes the Difference

EVENTS IN 36 COUNTRIES



WORLDWIDE

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# Selling Up Selling Out

Translate years of hard

THE SEMINAR FOR SOFTWARE  
work and

AND IT EXECUTIVES TO HELP YOU  
technical genius

POSITION, VALUE, PREPARE, AND NEGOTIATE  
into real

A MERGER, SALE OR DIVESTITURE OF  
personal

YOUR COMPANY OR TECHNOLOGY  
wealth

The most attended executive conference in the history of the technology industry

New M&A Content

How to value a software/IT company

Why the M&A market is hot now

Unique aspects of divestitures

Positioning for maximum wealth

Strategizing your partner contacts

Due diligence checklists

Purchase models and their variations

Legal and accounting traps to avoid

Structuring to minimize taxes

Controlling merger negotiations



Experience Makes the Difference

## Harvesting Wealth

Selling your software, IT or related technology company is the most important transaction of your life, but also the most complicated. Done right, wealth for generations. Done wrong, a deal disaster, damaging your company. Are you ready? Do you know how to properly prepare, position, research, value and negotiate for maximum price and tax optimized structure? Do you know the new buyers, how to get their attention, what they pay a premium for? Are you ready for the due diligence minefield? If not, you will fail.

## Providing Insight for Sellers and Buyers

At this half-day executive seminar, get the real-world knowledge you need now to “sell up” into a strategic alliance, investment or recapitalization, or “sell out” through a merger, asset or stock sale . CEOs, owners, investors and buyers will all find “Selling Up, Selling Out” invaluable.

### CONFERENCE AGENDA



#### Profiting From Preparation

How a lack of preparation can kill the deal before it starts

#### Buyers: Brave New World

Why your buyer could be someone you've never heard of

#### Positioning For Price

What buyers look for in your company

#### Valuation Models Now

Methods for calculating your company's worth

#### Tax Optimization Today

Ensuring you get full benefit from your years of hard work

#### Structuring For Success

Why deal structure is more important than price

#### Strategizing Negotiation

Tactics to watch for from buyers, and tactics to use yourself

#### Contracts, Contracts, etc.

Managing the document workload

#### Due Diligence Landmines

How to avoid the last-minute pitfalls that kill deals

## Deal Disaster or Optimal Outcome?

Selling your software or related technology company is about changing your life and realizing your dreams. Unfortunately, 80% of self-managed M&A processes end in failure – *some are disasters that kill value.*

The reasons are many: more demanding buyers, tougher due diligence, complex international regulations, and patent wars that may find you in the middle. But usually they are more about shareholder conflict, improper timing, preparation, inadequate research, poor valuation, buyer qualification, lack of negotiation experience, employment and non-competes, liabilities, greed, or the biggest problem of all, *only talking to one bidder.*

If you've sold a tech company before you know it is more than a full time job to deal with these issues in a global search for the right buyer; it consumes top management at the expense of the business. If you haven't sold before, this isn't the time to learn – *you get one chance.*

To secure an optimal outcome for the most important transaction of your life, do it professionally, do it right. Put the most professional team on your side with the database, research, process, buyer relations, valuation expertise, negotiation skills, and global reach you need to get the price and structure you deserve.

## Tech Company Owners Agree

“Overall content and delivery was great – speakers very knowledgeable. Would recommend to anyone considering a transaction.”

Curt Weadon, Microsoft

“This is a must-have for anybody sitting in the CEO chair and looking to sell their software company.”

Jim Kanir, Cohesia Corporation

“An invaluable primer for anyone who wants to play a key role in buying or selling a company.”

Steven Goldsmith, Lightworks, Inc.

“Very useful: relevant conference – covers everything from beginning to end.”

Karen Smith, Multimedia 2000

“This seminar is valuable to any entrepreneur, whether contemplating selling or not.”

Ed Hawley, Teledata, Inc.

## About Your Host

“Selling Up, Selling Out” is sponsored by Corum Group, the worlds leading seller of privately held software, IT and related companies. As the top tech M&A educator, Corum sponsors over 100 events annually, including the Merge Briefing, the Tech M&A Monthly webcast, World Financial Symposiums and Market Spotlights.

In an industry that measures success by the collective experience of the deals done, over the past quarter century Corum Group has sold more tech companies than anyone in the world. *Anyone.* Visit [www.corumgroup.com](http://www.corumgroup.com) to learn how to get Corum on your side.