

BUSINESS GROWTH & EXIT SOLUTIONS FOR MID-TIER COMPANIES

7.2%

of South African companies ever achieve monthly revenues greater than R1million

Sustainable & scalable business growth needs systems & delegation

1.3%

of companies can survive without the founders & owners

If your business can't run without you, it's not a business, it's a job

94.6%

of all companies started, fail to sell

Businesses aren't bought. They must be built to be sold



ABOUT AURIK

Aurik works with mid-tier business owners and their teams to implement a proven business growth system. We use data, tech and expert facilitators to help you build your business into your greatest wealth generating asset.



WATCH: 60 seconds on what we could achieve together

We are true partners with 70% of our fees linked to your revenue

Our methodology was developed through the direct experience of Aurik's co-founders who **started, built and sold 12 businesses over 9 years**. The learnings were distilled into the systems and activities that form the basis of our work with over 3,000 companies across 3 continents.

Through this work we have identified repeating **business growth and value challenges**:



GROWTH IS STAGNATING

I need to ramp up my business to take it to the next level



I WANT TO BUILD A GREAT TEAM

People doing the right thing, at the right time, at the right price!



BUSINESS IS BOOMING

So is complexity & chaos - and I'm pulled into all of it



I WANT TO SELL MY BUSINESS

But its value to me doesn't match what buyers are willing to pay



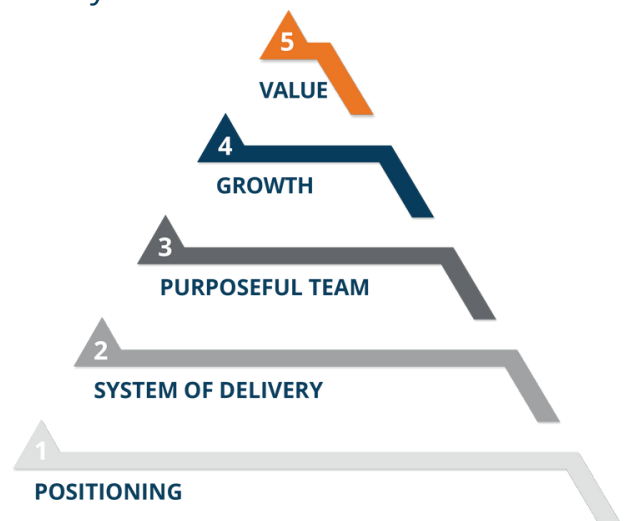
I WANT TO HAND OVER

To the next generation via delegation & succession

We resolve these by working with you & your team to build your business into an

Asset of Value™

This is a business that is **positioned to win** in a changing world, enabled by **reliable operating procedures and systems**, and empowered by a **focused team** to generate consistent **organic growth**. This **releases time** for you to focus on **next-level growth**, innovation, and profitability. The outcome is a growing, more profitable business that has a high likelihood of being **sold for a premium value** in the future.



LAYERS OF AN ASSET OF VALUE™

HOW DOES IT WORK?

Find out from a prior client

Over 24 months, you and your team meet with 12 expert facilitators to set growth goals and work through the activities and processes to build your Asset of Value™ layer by layer to achieve those goals.



We use a smart dashboard that visualizes your business and optimises & integrates the systems to eliminate chaos, and allow for delegation and accountability to release your time, while calculating and tracking your company valuation.

WHY COMPANIES CHOOSE AURIK

We don't consult, advise or coach. We are growth partners who offer:



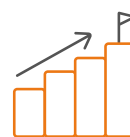
OUTCOMES

If your business isn't growing, it's dying. Working through the Asset of Value™ business growth system you will achieve one of two critical outcomes aligned to your 3-5 year intent:



Scale & Grow

Invest your time and energy in scaling and accelerating your business to capitalise on your economic prime.



Grow to Exit

Monetise your years of risk and investment by building your business into a saleable asset.

WATCH: A client who grew revenue, clients & team

BUSINESS GROWTH OPTIONS, INVESTMENT & RETURN

Assume a company with R100M annual revenues wants to grow. It could:

- Hire a **sales director** for approximately R77,500 per month monthly
- Hire a **business development** executive for around R36,250 monthly
- Hire a **marketing agency** for approximately R28,500 monthly

Each offers a distinct service to boost one area of your business.

Work with Aurik at approximately 25,000* equating to 1.2% monthly revenue & get:

- **Expertise across all commercial systems** (marketing, sales, operations, finance, HR, procurement)
- Engagement and thus **buy-in & accountability** from your team
- An interlinked **business growth system and dashboard**.

*fees are an estimate & are calculated on your business circumstances

OUR IMPACT

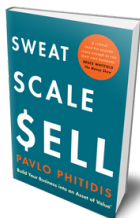
We've worked with	Client's achieved	Clients achieved	Working on	Working across	We've scored
>3,000	28.9%	32.4%	3	32	97.4%
Businesses	Ave Annual turnover growth	Average EBITDA growth	Continents	Industries	Client satisfaction

WATCH: A client journey with Aurik

I WANT TO LEARN MORE



Book a call or meet up with one of our team. Email johan@aurik.com to set up a time.



Read Aurik co-founder, Pavlo Phitidis' book: Sweat Scale \$ell for stories & insights to build your business into an Asset of Value™.



Sign up to receive weekly 1 - 4 minute video insights from business owners, for business owners, with This Week@Work <https://aurik.com/category/week-at-work/>

