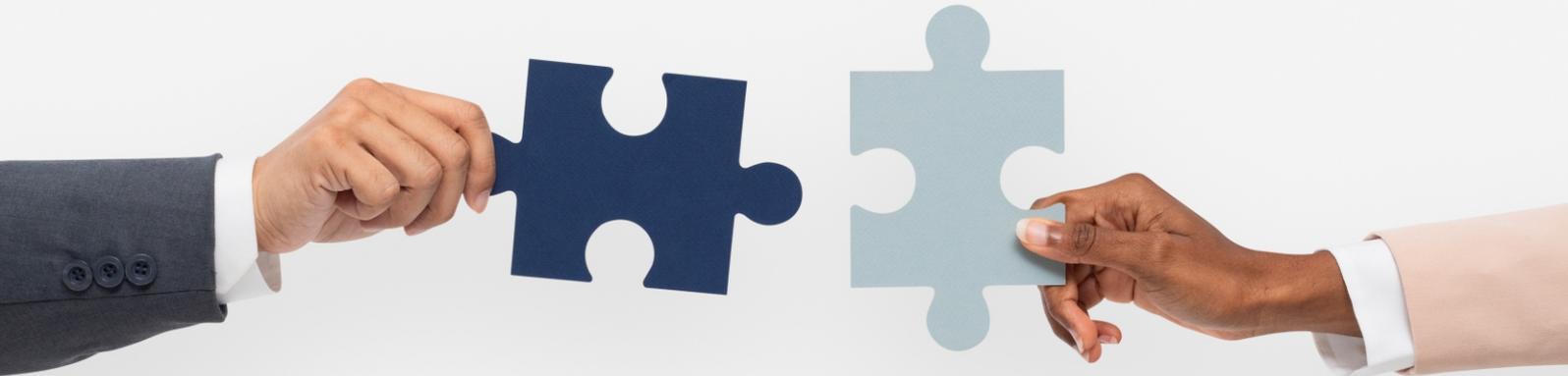


## You have great Sales Pipeline. What about Inorganic Growth Pipeline?

M&A is not “an event,” and it is not something that “happens” to a company



McKinsey’s<sup>#</sup> empirical research, which analyzes more than 20 years of data, confirms, once again, that programmatic M&A is the strategy that is most likely to create the most value for companies. That is, **carefully choreographing a series of deals around a specific business case or M&A theme—rather than relying on episodic “big bang” transactions**—is far more likely than other approaches to lead to stronger performance and less risk.

In the context of M&A, “programmatic” indicates regular and sustained acquisitions of small companies as against the strategy of pursuing sporadic large acquisitions.

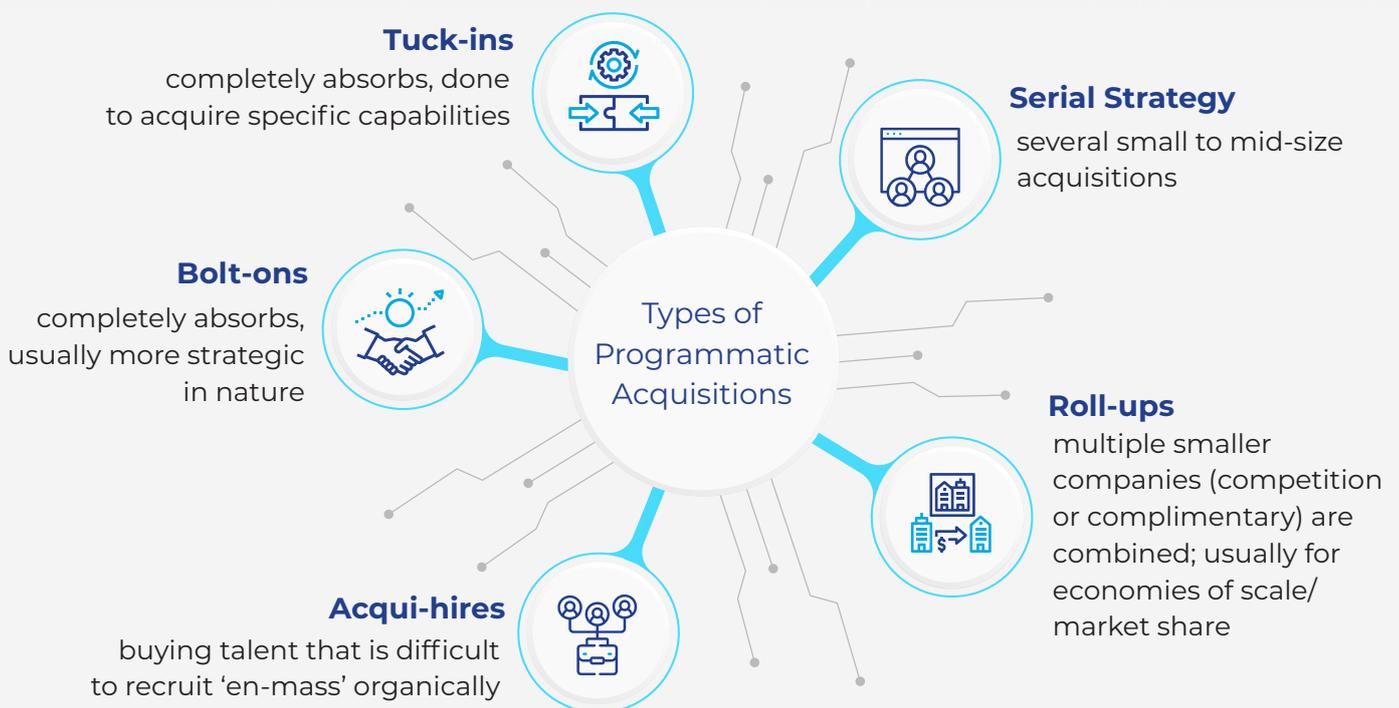


Figure 1 - Types of Programmatic Acquisitions



Typical with many clients; once they have worked through all their referrals (targets) they find themselves with no new strategic opportunities to work on. And then they Panic!!!

# <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/repeat-performance-the-continuing-case-for-programmatic-m-and-a#>

## How do you fuel your growth? Build vs Buy - which one is better for you?

Building a company organically can only take you so far. Regular bolt-ons and small to moderate sized acquisitions are critical for both innovation and steady long-term growth

### Strategy And Sourcing



Companies with a programmatic M&A approach follow a proactive approach in building a deal pipeline by arriving at a list of targets that they want to acquire rather than looking at Bankers to share the targets that are available in the markets



Most of the targets that the acquirers want to look at, may not be even available for sale, hence the acquirer needs to be proactive to reach out to the desired targets to build a relationship and evaluate for a strategic fit



The process of target evaluation has to be an iterative process between the business leads and M&A team. This would indicate that the acquirer follows a streamlined process to arrive at Targets against having an adhoc approach

**In summary, Programmatic M&A makes the process sustainable and the outcome more predictable and faster.**

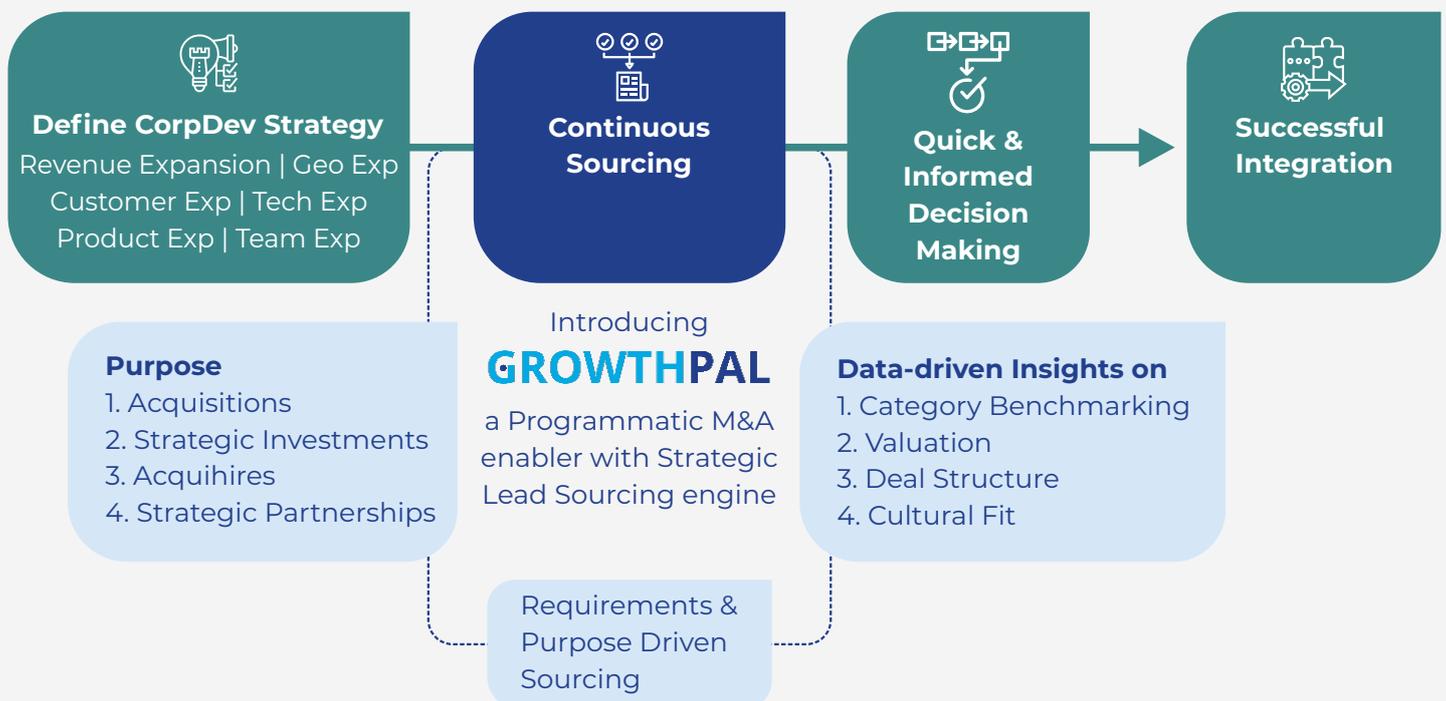


Figure 2 - GrowthPal's Approach for Programmatic M&A

### About GrowthPal

GrowthPal's unique technology & intelligence driven platform is ideal for sourcing < \$25 Mn USD acquisitions of technology and early-stage companies. The platform allows corporations, late stage startups and investors to generate actionable recommendations on acquisitions, acqui-hires or strategic investments.