

**INSIGHTS** OF A  
**MAVERICK**  
**INVESTMENT**  
**BANKER**

# Dear Business Owner,

My name is Istvan Preda, entrepreneur-advisor, founder of IMAP MB Partners, helping business owners like you, to grow and exit companies. We are unique in the lower middle market to benefit from the reach of a leading global investment bank ([www.imap.com](http://www.imap.com)). In the last 10 years, I turned IMAP MB Partners into a market leader in Hungary and intend to do the same in Virginia in the coming few years.

This report contains the most popular articles I wrote for my newsletter, Firm Value in the last 5 years. Some of these have never been published in English before. My goal was to share with you my experiences in raising capital for and selling companies in the challenging investment markets of Central Eastern Europe. I hope you will find my writings interesting and fun to read.

Building a profitable business, positioning it as a marketable product financing its growth and finally monetizing it, is always challenging. It is often a long and arduous process. Most often small to medium businesses are sold when the founder has reached a plateau, from which he has no appetite to make another big jump, be them lifestyle or risk management reasons.

Why hassle with outside management and with a bureaucracy, when you can walk away with a multiple of future profits to enjoy other activities? Perhaps including launching another start-up? For the entrepreneur, creating something new is much more exciting than tweaking and optimising an existing business. Let professional strategic and private equity investors run with defining a new vision... hiring professional managers... piling cash in CAPEX... and running up the next mountain.

If you have any questions or comments, do drop me an email to [istvan.preda@imapmb.com](mailto:istvan.preda@imapmb.com) or call me at **804.205.5169**.

I would appreciate hearing from you.

Wishing you a good read and rising equity value,



Istvan Preda, CFA  
IMAP MB Partners



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