

SIZE MATTERS: HOW LARGE COMPANIES SUCCESSFULLY ACQUIRE SMALL COMPANIES

WITH THE RIGHT STRATEGY AND DUE DILIGENCE, A LARGE COMPANY ACQUIRING A SMALLER ONE CAN BE A MUTUALLY ADVANTAGEOUS DEAL



BIG BENEFITS FOR THE BIG COMPANIES

- Entrepreneurial spirit and mission-driven employees
- Being a big voice in a small channel
- Authenticity in a different paradigm



BRINGING THE POWER OF THE BIG TO THE SMALL

- Revenue synergies
- Accelerated innovation cycle
- Increased margin profile

5

BEST PRACTICES TO GET TO “BETTER TOGETHER”

- 1 Evaluate each company’s values – having values that overlap, or closely align, is an important indicator of how the companies will fit together. Make sure those value systems are preserved.
- 2 Understand the importance of the partnership when dealing with the acquired company’s founder(s).
- 3 Conduct post-closing quantitative and qualitative assessments.
- 4 Strategically retain the talent that is there because they believe in the mission and purpose of the smaller company.
- 5 Be purposeful in your communication to employees and consumers and enlist industry professionals to help build a proactive strategy.

CONTACT



Michael Stanchfield

Partner | Corporate

+1 612 766 7764

mike.stanchfield@FaegreBD.com

**FAEGRE BAKER
DANIELS**

FAEGREBD.COM →