

POSITION² LAUNCH

Q4 Newsletter

Position2Launch (P2L) bridges the gap between financial expertise and operational data by providing seasoned leadership and staff from core ops to accounting fundamentals. We empower high-growth companies to scale and uncover stranded value without the overhead and time investment of hiring staff.



I'm pleased to introduce our premiere newsletter to share new Position2Launch content. Let's face it, as sources of value creation evolve, revenue growth alone is no longer enough.

True enterprise value now comes from operational transformation — improving margins, driving efficiency, and turning data into insight. That's where Position2Launch expanded services comes in and the first step is to communicate insights by way of this newsletter. For more information about P2L services or to set up a free consultation on positioning your firm for growth, please contact me at mark.duffy@position2launch.com.

Best regards,
Mark Duffy, CEO, Position2Launch

Research Read The Exit Queue Bottleneck

Private equity-backed companies are navigating a perfect storm — LPs are demanding liquidity, while funding to streamline operations has dried up. The result: more than 30,000 companies in 2024 stuck in the exit queue, according to [Bain & Co. Global Private Equity Report 2025](#). We believe at the core of this backlog are finance and operational inefficiencies that keep value trapped. [Ask us](#) about how to address the PE owner's demand for more cash flow with Position2Launch's expanded financial advisory services.

[View Research](#)

Client Case Study Preparing for Successful Exit

Challenge: A PE-backed U.S. company transitioning to a tech-enabled firm needed a unified customer data model to align with its current ERP/CRM systems and enable future growth. This involved extracting and transforming stranded, untagged, and redundant historical data from legacy and new ERPs as well as multiple disparate CRM sources.

Solution: Position2Launch applied its ELT tech stack to transform data, from any source, into the SQL data warehouse, taxonomized to the client's bespoke requirements. The P2L team created near real-time department-tuned dashboards available companywide.

Benefits:

1. New customer churn, upsell, and downsell insights.
2. Achievable bridge to future revenues based on a thoughtful hierarchy including:
 - CARR (~95% likely)
 - Re Occurring (~80% likely) - not contracted but reliable (supplies, consumption, etc.)
 - Pipeline delineated, scrubbed, and weighted based on true data and updated weekly.
3. **Investor, prospective buyer, and team confidence** in the numbers, the story, and the Company's strength within a competitive ecosystem — that's everything! *Contact us for more details.*

[Contact Us](#)

Recent Events



Mark Duffy, CEO of Position2Launch, participated in the panel *Making the Business Case for PeopleOps* at Startup Boston Week in September.

Company Announcement



Welcome **Niall Hawkins**, who has recently joined Position2Launch as Managing Director. With his 20+ years of experience leading companies through complex transactions, strategic pivots, and operational scale-ups, he knows what it takes for businesses to go from a great idea to successful exit.

Finance Comic Relief



I know, finance humor seems like an oxymoron, but we would like to share an AI eye-roll.

“We are smart enough to invent AI,
Dumb enough to need it,
And so stupid we can't figure out if we did the right thing.”

Source: Jerry Seinfeld on *Late Night with Jimmy Fallon*, January 2025

Contact Us

For more info, a free consultation, or feedback on this newsletter, email us at info@position2launch.com or visit Position2Launch.com