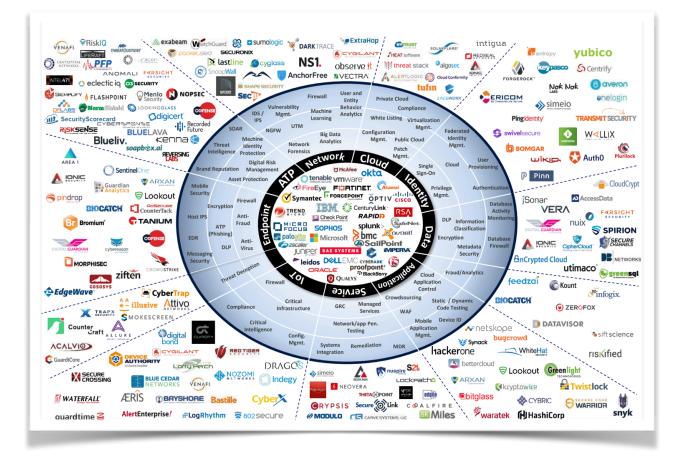




## **Introducing Buy-Side Advisory Services**



A crowded, complex, dynamic market with overlapping solutions with similar messaging makes it difficult to cut through noise & build a strategy.

OODA & BMP provide deep subject matter expertise paired with broad cyber market intelligence to drive your strategic buying initiatives.

Our experts have served in founding, executive, or advisory roles at organizations such as:







black hat Carbon Black.











Providing complete buy-side business services to augment Private Equity and Corporate Development investment teams in identifying, sourcing, and executing buy-side engagements in Security, Infrastructure, and Analytics domains.

Technical Business Due Diligence Analysis





- Access to hundreds of companies, management teams, and investors.
- Analysis of market size, competitors and opportunities.
- Deep knowledge of use cases and product requirements.

- ....
- Target management engagement.

QUALIFY

- Technology and product review.
- OODA CISO/CTO engagement and validation.
- Channel/strategic partner
  perspectives.
- Competitive SWOT analysis

• Business due diligence.

REVIEW

- Financial review and valuation composition.
- Customer-based tech evaluations (e.g. test drives).
- Technology stack and product roadmap evaluation.
- Cyber preparedness assessment.

• Valuation composition.

CLOSE

- Investment/ business case composition.
- Due-diligence management.
- Offer composition and negotiation.
- Post-transaction platform advisory and cyber-risk advisory.

## Private Equity | Growth Stage | Venture Capital | Corporate Development

Investment | Acquisition | Divestiture | Strategic Planning

For more information

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"If you want to know what issues and technologies will be discussed next year, you should be interacting with OODA today. Their forward leaning analysis identifies the risks and opportunities that must be on your radar screen." - Andy Lustig, Partner at Cooley Law Firm