

SME Operational Health – Field Data Sheet

1. DASHBOARD INPUTS

Company Name: _____

Industry: _____

2. CORE ASSUMPTION MODEL DRIVERS

Inflation Rate	
Time Horizon	
Current Hourly Rate	
Billable Hours	
Employees	

3. THREE YEAR HISTORICAL DATA

Metric	Year 1	Year 2	Year 3	Notes
Revenue				Total Revenue
COGS				Cost of Goods
EBITDA				Earnings Before Interest, Taxes, Depreciation & Amortization
Operating Cash Flow				Cash Flow from operations
A/R Ending				A/R Balance

4. VALUATION INPUTS

Reported EBITDA (LTM)	
Owners Addbacks	
Non-Recurring Adjustments	
Above Market Owners Salary	
Base Market Multiple	
Base Discount Rate (Optional)	

5. PRIORITY IMPROVEMENTS

Rank	Category	Metric	Suggested Focus
1	Financial	Revenue CAGR (3Y)	
2	Financial	Revenue Volatility (CV)	
3	Financial	EBITDA Margin (Avg)	
7	Financial	OCF Margin (Avg)	
3	Financial	Gross Margin Trend (Δ)	
9	Financial	AR Days (Avg)	
6	Operations	On-Time Delivery (Avg)	
9	Operations	Defect / Rework (Avg)	
9	People	Employee Turnover (Avg)	

5	Customers	Customer Retention (Avg)	
9	Customers	Top Customer Concentration (Yr3)	
9	Leadership	Owner Dependency (Qual)	
8	Governance	Reporting Quality (Qual)	