**Corporate Identity Brief**

**Genki Capital, LLC**

**Investment Banking**

**Mergers & Acquisitions**

**The Client**

Genki Capital, LLC (“GC”) is a Dallas-based private investment banking advisory firm that acts as an intermediary on behalf of buyers & sellers of private companies. GC is affiliated with Genki Capital Asia Ltd., based in Hong Kong, and the two entities will share a corporate logo, website and marketing materials. The principals are experienced M&A professionals with a string of successful transactions on behalf of clients worldwide.

**The Name**

Genki is a common Japanese word meaning “joyful” or energetic”, similar in meaning to the French expression “joie de vivre”. I can supply the Kanji characters to be used as a graphic element in the identity.

**The Genki Business Structure**

The Hong Kong entity has developed a sophisticated data-mining and prospect generation process that identifies potential clients and engages them in a dialog about the possible sale of their business.

The Dallas entity is a specialized transaction management group which converts the prospects to clients, prepares the new client company for sale and conducts a buyer search and negotiation process which results in a sale of the client company.

**The Market**

The target audience is the owners medium-sized private companies across a wide range of sectors. Ideally, the owner(s) will have reached the point where either the business needs equity capital to grow, or the owners need to sell their shares and retire. In such situations, GC can act of behalf of the buyer or the seller – but in each case the result will be a transaction worth several million dollars.

**Sector Stratification**

The industry is stratified, ranging from Wall St. firms at the top end to large regional firms, to single location firms, and at the bottom of the market, business brokers. GC is focused on the “Lower Middle Market” which covers business with revenue ranging from $20 million to $200 million. The market is regulated by the SEC & FINRA, but at the lower end of the industry small firms tend not to be licensed.

The competitive environment in the Mergers & Acquisitions sector is very robust. There is a surfeit of investment bankers and business brokers, and business owners are constantly besieged with callers soliciting their business. There is little opportunity for differentiation, and the difference between competent professionals is slight – the principal areas of differentiation are fees, experience, reputation, and the perceived size and stability of the firm.

**Target Market**

Genki targets the owners of profitable private businesses. Typically the ownership is closely-held and the principals are reaching retirement age and are not very sophisticated (otherwise they would have existing investment banking relationships). Genki is able to guide such owners through the complex and arduous process of preparing the business for sale, creating marketing materials, compiling a database of prospective buyers, conducting a sales campaign, and negotiating a transaction with competing bidders and their attorneys.

**Buy-Side v Sell-Side**

There are two different audiences for Genki - buyers and sellers. If Genki has a mandate from a prospective buyer to search for a specific type of business it will act on behalf of the buyer; conversely, Genki is also able to act on behalf of a seller. The Genki strategy emphasizes the buy-side operation, and that aspect should predominate in our website communications.

**Positioning**

Genki has offices in Hong Kong, Tokyo, Dallas & Vancouver. Although Genki is a small firm, the international flavor confers an implication of global reach and perspective, professionalism and business competence.

**Branding**

In the US market the name “Genki” has a novelty value to distinguish it from the plethora of conventional names in the investment banking sector. The attributes we wish to associate with the name Genki are: professional, experienced, trustworthy, creative & modern. The Kanji characters for “Genki” should be used as a graphic element.

**Internet**

The existing website, [www.genkicapital.com](http://www.genkicapital.com), is a useful starting point, but we need a more professional vehicle.

Others that may be helpful are:

[www.nexbankcapital.com](http://www.nexbankcapital.com) conveys capability

[www.allegiancecapital.com](http://www.allegiancecapital.com) - informative, but too busy

[www.**cook**mergersacquisitions.com](http://www.cookmergersacquisitions.com) – a buy-side firm, strategically positioned with an affiliation with a separate sell-side firm.

**Graphic Style**

We need a uniform graphic standards template to guide the use of the chosen graphic elements in a variety of media and applications. This template will be used for the corporate identity and all future communications.

The logo should be clear and direct, and the graphic style restrained, professional and informative. Colors should be strong and sophisticated, and perhaps the Genki name could be incorporated in kanji characters to underline the international reach of the business. The key website elements are clarity of navigational cues, and a simple layout with ample white space.

**Tombstones & Testimonials**

The tombstones (brief notes of previous transactions) and personal testimonials from happy clients can be featured in a scrolling window.

**Social Media**

We do not expect social media to be significantly relevant to our audience.

**Print**

Conventional printed collateral will be required - including letterhead, brochures, and business cards.

**Contact:** Patrick Sullivan - 214.228.2121(m) - [psullivan@genkicapital.com](mailto:psullivan@genkicapital.com)