

Seminar Series

Intangible Assets
– Social Capital



Business Owners Strategic Solutions

THE SUCCESSION JOURNEY SERIES

DISCLAIMER

Things my attorneys make me say.

- *This presentation is for informational purposes only and does not constitute legal, financial, or tax advice. Business owners should consult with their own legal, financial, and tax professionals before making any decisions related to business transitions or exit strategies.*
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- *The BOSS mission is to empower business owners to transform their enterprises into valuable assets. We provide innovative business coaching and strategic insights to help you view your business through a new lens, optimize its potential for sale, and enhance its overall value. Through valuations and educational content, we are dedicated to guiding you towards sustainable growth and a more profitable future, ensuring your business achieves its highest potential both today and tomorrow when the owner is ready to transition from their business on their timeline and on their terms.*

Intangible Assets – Real or Fiction

- Intangible assets are hard to grasp for many business owners.
- Unlike tangible assets that are reflected on the Company's balance sheet, intangible assets are typically not reflected on the financial statements.
- But when the market creates multiples for valuations, the multiple includes a value for goodwill and blue sky. That is the effect of the intangible assets with transferrable value.
- By harnessing the intangible assets and creating transferrable value, the intangible assets become real enhancements to the value of the business.
- There are 4 primary intangible assets:
 - Social Capital – Today's Topic
 - Customer Capital – Topic for March
 - Structural Capital – Topic for April
 - Human Capital – Topic for May

Intangible Assets

Growth, Value, and Transferability



90%

90% of your company's value comes from intangible assets -
that's up from 17% in the 70's



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What has Changed?

Our economy has transitioned from a manufacturing-based to a knowledge-based, technology-enabled economy

This dramatic increase is driven by the rise of intellectual property, software, data, and brand value over physical assets like factories and machinery



Additionally...

The rise of FAANG stocks (Facebook, Apple, Amazon, Netflix, Google) accelerated this trend, as these companies require very few physical assets to generate massive revenue.



Social & Branding Capital

Brand reputation, customer relationships, and patents have become major drivers of corporate worth.

A company's brand, in the digital age, can act as a "household name or verb" (e.g., "Google it," "Zoom," "Venmo"), - this creates intangible value that far exceeds that of physical inventory.



Basically...

The 1970s were focused on what companies MADE, while today the focus is on what companies KNOW



Why it Matters

(Intangible Assets)

- Increases the value of your business
- Reduces owner dependency
- Builds buyer confidence

These are what make your company worth more when you are ready to sell

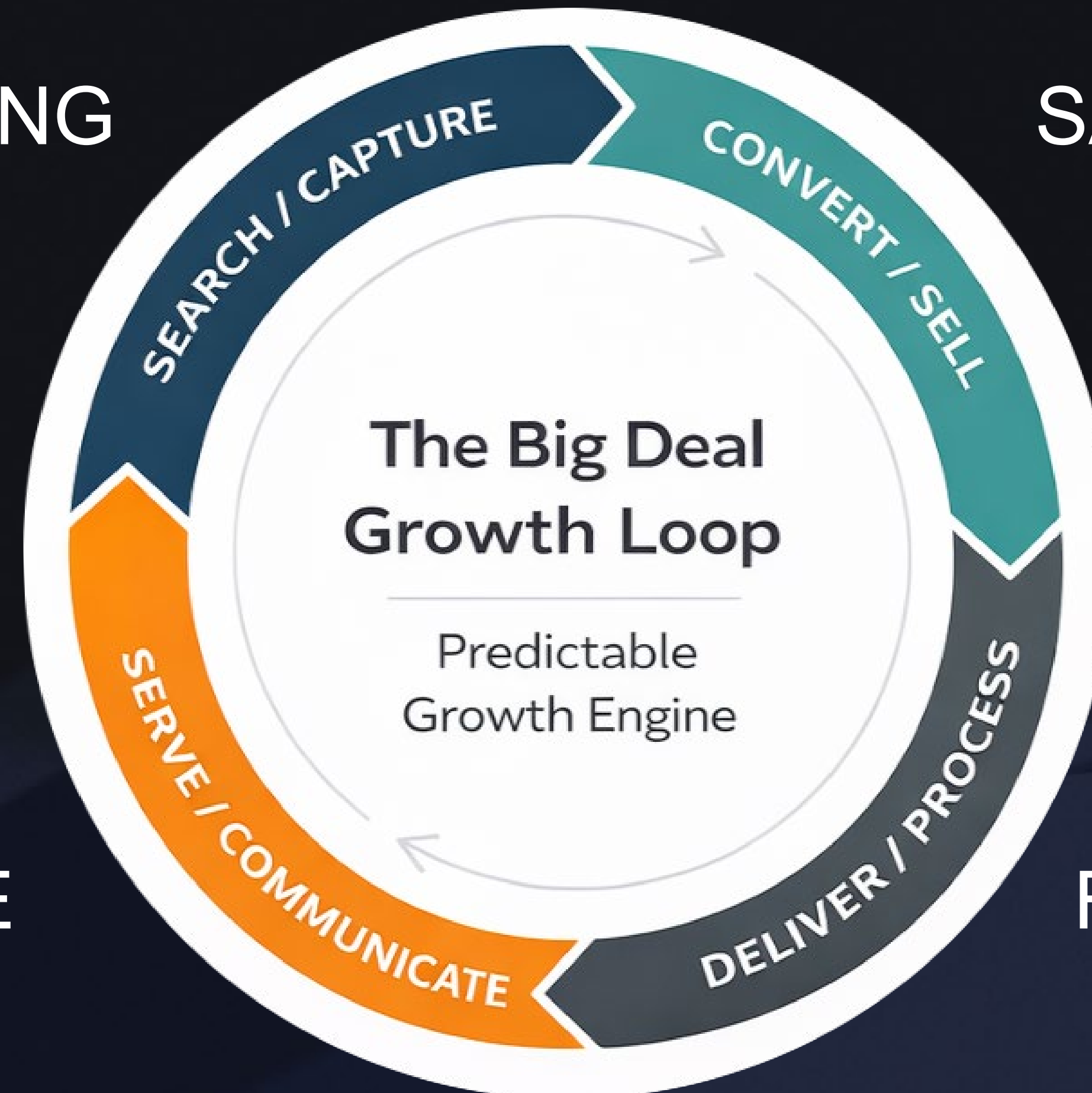


MARKETING

SALES

SERVICE

FULFILLMENT





Intangible Assets

4 Pillars

Authority

Visibility

Trust

Relationship Equity



Authority

Expert Positioning

- Customer Focus (niche)
 - Who you help
 - Problems you solve
 - What makes you different

Authority

Expert Positioning

- Content & Thought Leadership
 - Sharing original, value-driven insights through articles, speeches, and social media

Authority

Expert Positioning

- Demonstrating Competence
 - Proof of your claims e.g., case studies, testimonies, Google Reviews, and results (what customers get)



Authority

Expert Positioning

Expert positioning moves you from being just a service provider to a recognized expert, allowing you to influence market perception and command premium value.



Authority - Things to Do

- Define your customer
- What makes you (your company) different?
- How can you position yourself and/or your company as a thought leader?



Define Your Customer

- Go to your customer database
 - 80/20 rules says that 80% of your income comes from 20% of your customers -
 - Find them
 - Define them
 - Market to them
 - Build your processes around them
 - Sell to them
 - Keep them



Define Your Customer

What about the other 80%? -
Using the bell curve as a model

20 | 60 | 20

The top 20% are your champions but the majority of your customers fall in the middle 60% - these customers are your bread and butter. The 20% at the bottom are at-risk, low-usage customers and aren't worth your time. You don't want these customers.



What Makes Your Company Different?

- Why should they buy from you?
- Who is your competition?
- What is your position in relation to your competition?
 - Some are better, some are not
- What is your unique offering?



Thought Leadership

Scan | Read | Study

- White Papers
- Blogs / Articles / Case Studies
- Social Media - LinkedIn & Others
- Industry Peer Groups
- Keynote Speeches
- Seminars & Conferences



Thought Leadership is Content
Visibility is Placement



Brand Recognition

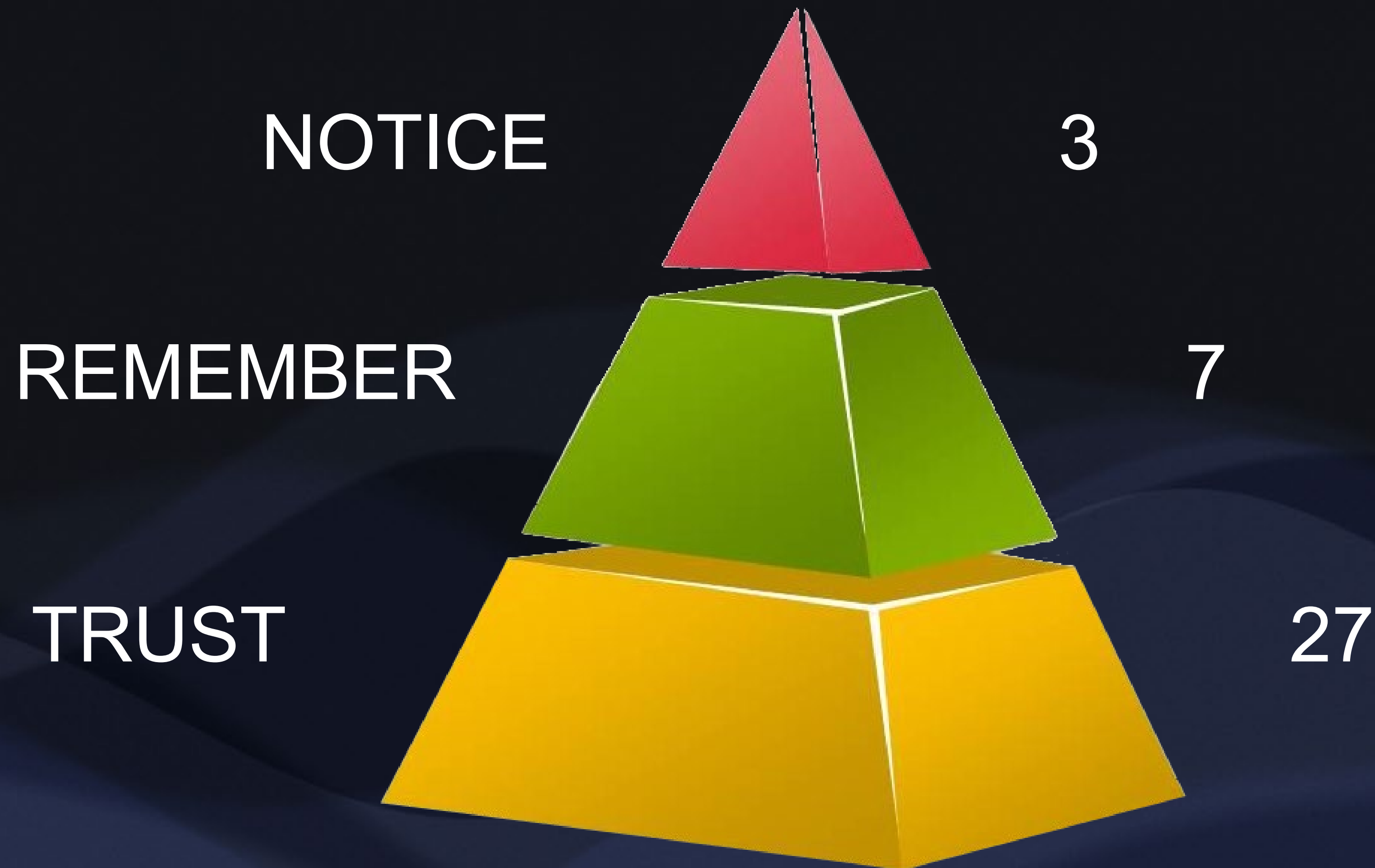
3 - 7- 27 Brand Strategy

- 3 Interactions – The initial point where potential customers NOTICE or gain awareness of a brand
- 7 Interactions - The point at which a consumer begins to REMEMBER the brand
- 27 Interactions - The threshold needed to build enough TRUST and familiarity for a consumer to consider a purchase or become a loyal customer



Brand Recognition

Interactions 3 - 7 - 27 Rule



Visibility

Consistent Presence
Search Dominance
Brand Recognition



Things to Do

Consistant Presence

- Website
 - This is the hub of your marketing efforts - everything ties in here
- Social Media
 - LinkedIn & Facebook
- Google Business Profile
 - Continual Updates
- Google Ads
 - Expensive but may be worth it
- Print Media
- Radio & Television



Consistant Presence

- Community Engagement
 - Scholarships
 - Colleges, Trade Schools
 - Sponsorships
 - Community Events, Fund-raisers
 - Sports - Golf, Marathons, etc.
 - Create your own events
 - Non-profits
 - Ministry support



Search Dominance

SEO - you are competing for clicks

- Web Design | Google Business Profile
- Social Media Consistency
- Consistant Updates to website and profile



Questions?

Business Health Check

A structured assessment that measures how transferable your business is



Scan this with your phone



Next Month...

Trust & Relationship Equity

BUSINESS ENHANCEMENT SEMINAR SERIES, AND TOPICS OF INTEREST

Seminar Topics and Recommendations:

In addition to the succession planning series, there will be other seminars throughout the year on various topics of interest such as business assessments and enhancements, employee benefits, financial planning, tax planning, and business coaching.

If there are particularly topics of interest you would like to share, please email your suggestions and recommendations to info@theoneboss.com.

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VISION

To be the leading catalyst for business transformation, fostering a thriving community where owners harness their enterprise's full potential. Through valuations, targeted coaching, and strategic succession planning, we aim to elevate business value and empower growth. By creating a dynamic membership community enriched with interactive discussions, exclusive events, and cutting-edge educational resources, we envision a future where every business owner is equipped to drive lasting success and achieve their highest aspirations.

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Business owners have a lot to share and benefit from other business owners. Join the community board to ask questions, offer insights and recommendations. To join the community board go to www.theoneboss.com and select Community Board ... [Community Board \(theoneboss.com\)](#)

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YouTube: https://www.youtube.com/channel/UC24_skQ7zZFjmcRaPff0ILg

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Information about our partners can be found on the website here ...

www.theoneboss.com/boss-partners/

NEXT SESSION – BUSINESS SCORECARDS

Business Intangible Assets

Customer Capital

March 17, 2026

7:30 am to 9:00 am

4417 Corporation Lane, 1st Floor Seminar Room

Virginia Beach, Virginia 23462

Presenter: Brian Pascouau

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How You Can Help:

Leave a review on Google.....



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