THE CORPORATE LIFE CYCLE: GROWING UP IS HARD TO DO, GROWING OLD IS EVEN HARDER!

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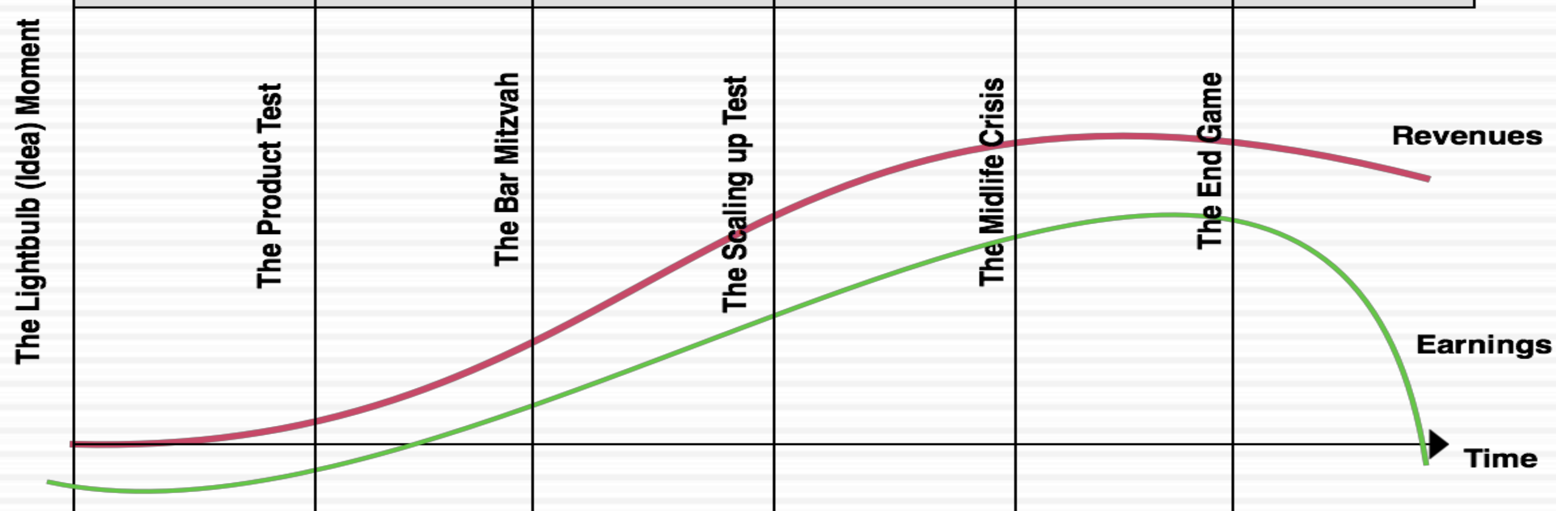
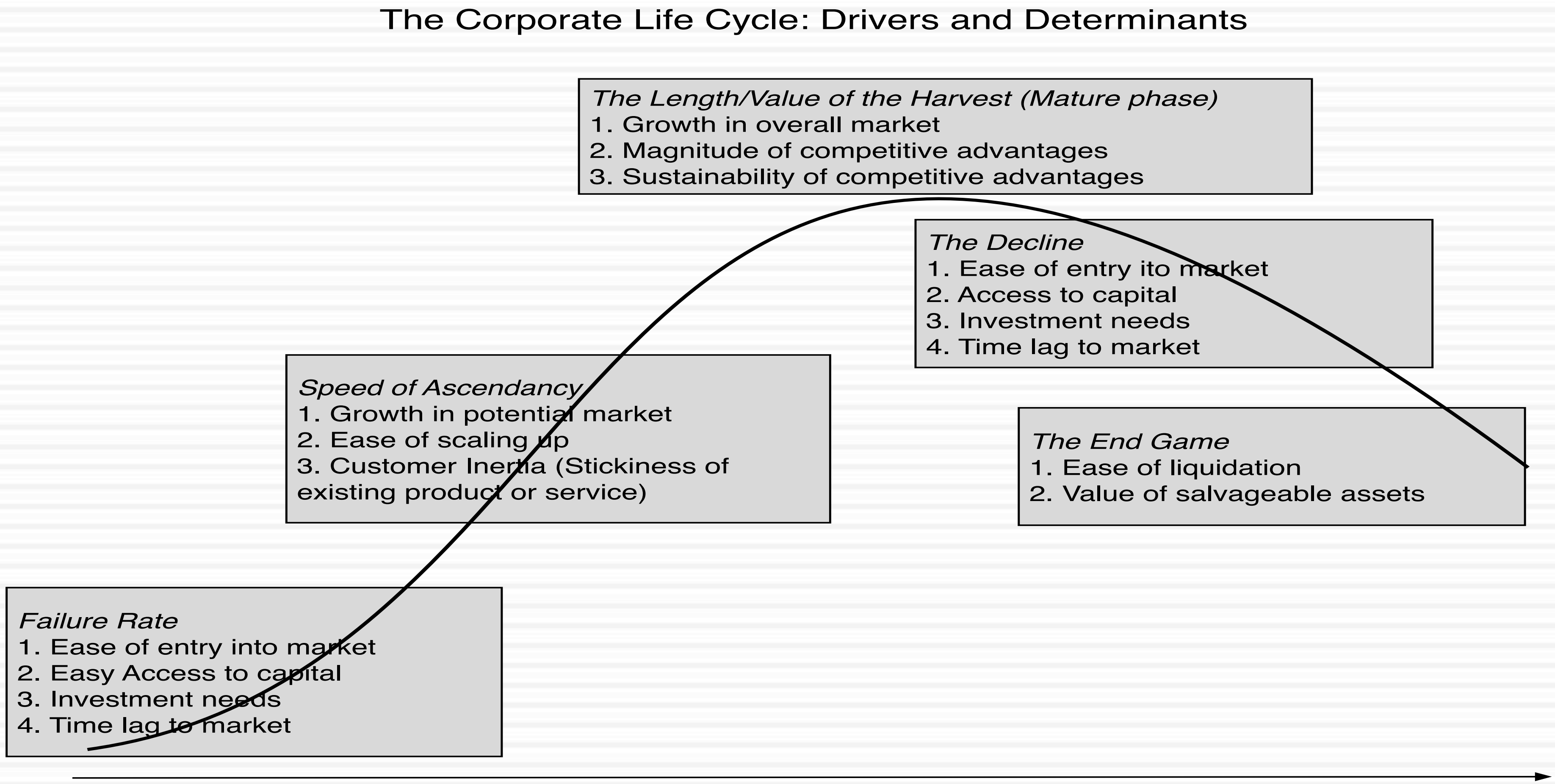
The Corporate Life Cycle

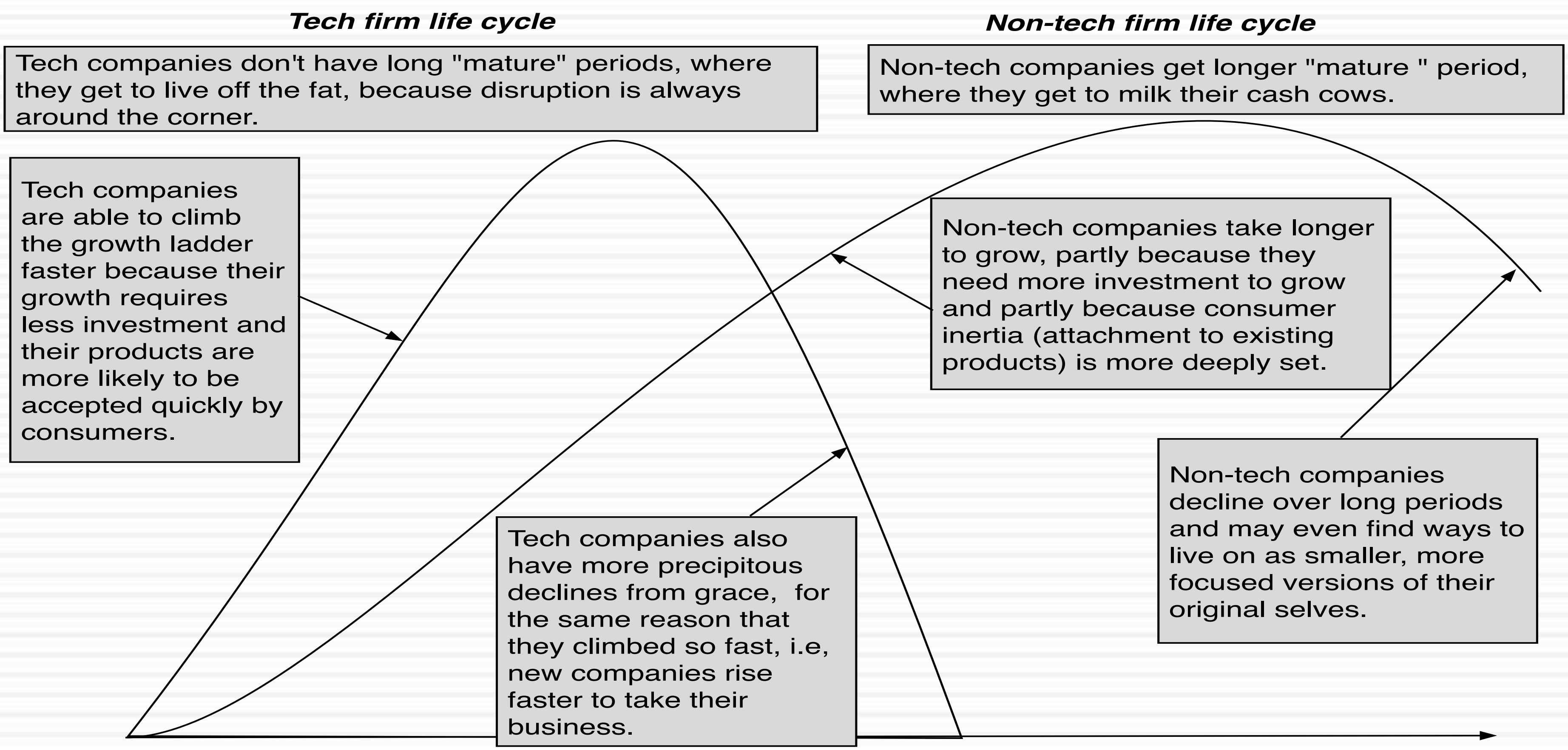


	1. Lime 2. AI	1. Tesla 2. Uber	1. Netflix 2. Nvidia	1. Facebook 2. Google	1. Coca Cola 2. Walmart	1. GE 2. Ford
Lifecycle stage	**Start-up**	**Young Growth**	**High Growth**	**Mature Growth**	**Mature Stable**	**Decline**
Description	Have an idea for a business that meets an unmet need in the market.	Create a business model that converts ideas into revenues	Build the business, looking for scaling benefits (moving to profitability)	Grow your business, with revenue growth & higher margins	Defend your business from competitors & find new markets	Scale down your business as market shrinks.

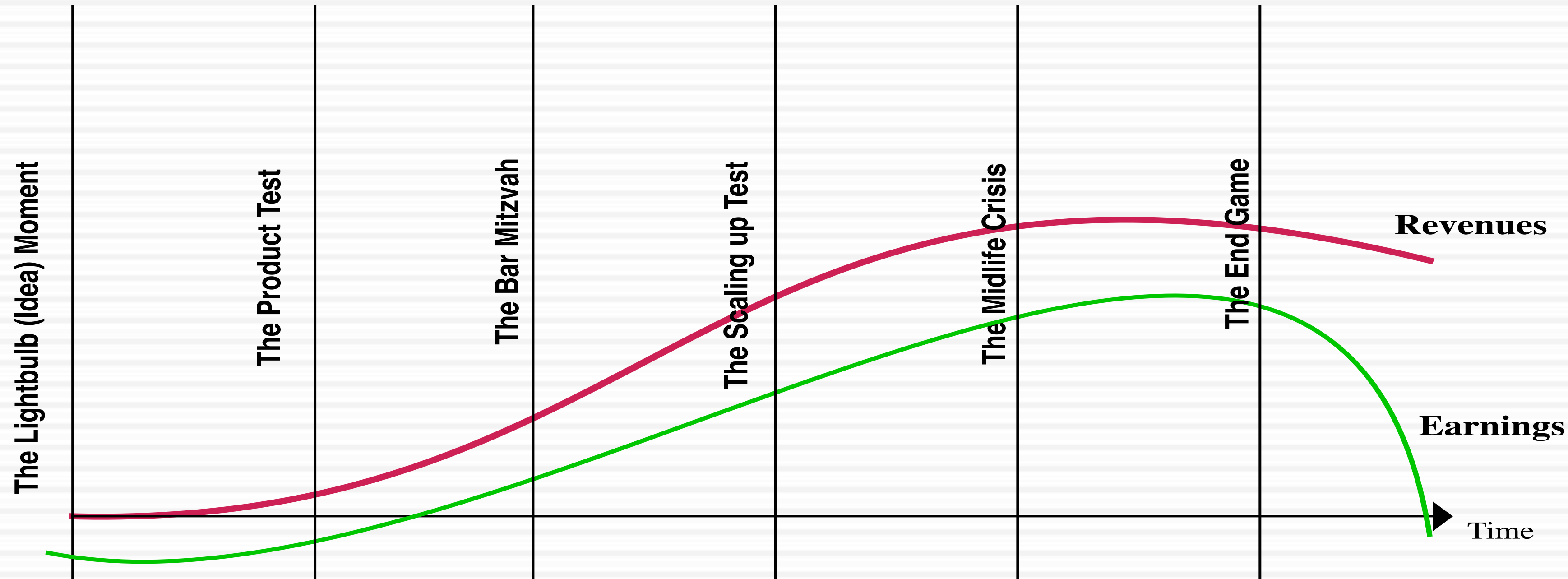
The determinants of the life cycle



Tech versus Non-tech life cycles

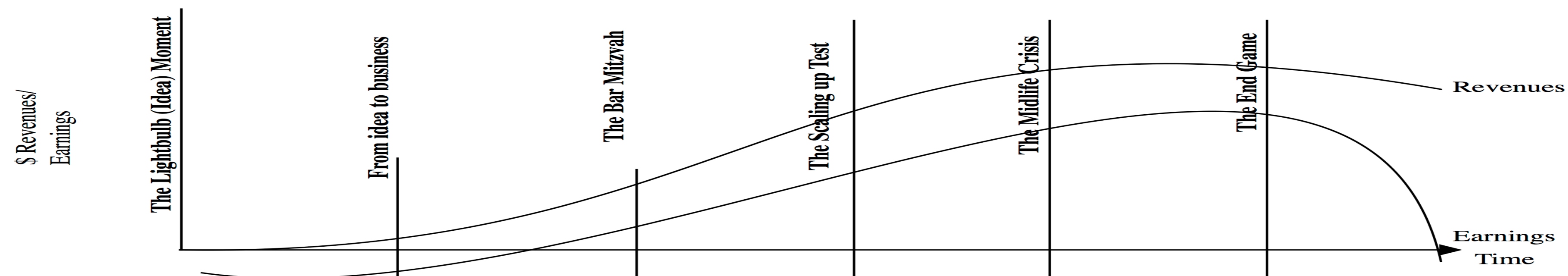


The emphasis in corporate finance shifts..



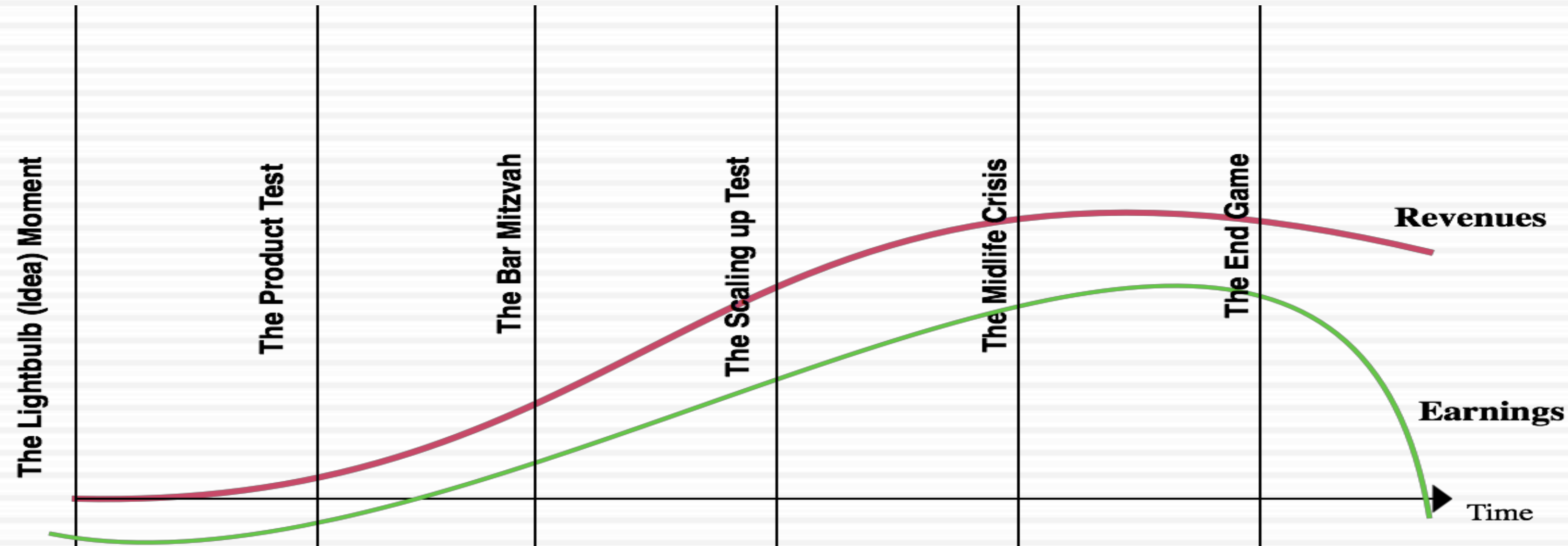
Lifecycle stage	**Start-up**	**Young Growth**	**High Growth**	**Mature Growth**	**Mature Stable**	**Decline**
Investing Policy	New product development	Market testing and build up	Scale up production	Augment capacity + New Products	Maintain capacity + Acquisitions	Reduce capacity
Financing Policy	Equity funding, debt only if desperate	Equity, public market option	Equity mainly, with some debt capacity	Debt capacity increases	Debt capacity maximized	Debt scales down with firm
Dividend Policy	Cash burn, with equity infusions	Cash burn maximized	Beginnings of positive cash flows	Cash buildup, if not returned	Peak cash returns	Cash return from asset divestitures

And so do the cash flows…



Growth stage	Stage 1 Start-up	Stage 2 Young Growth	Stage 3: High Growth	Stage 4 Mature Growth	Stage 5 Mature Stable	Stage 6 Decline
Operating Profits	Large operating losses	Operating losses narrow	Operating profits turn positive	Operating profits grow quickly	Operating profits level off	Operating profits decline
Reinvestment	Very high	High	Remain large, but scale down as percent of firm	Decrease	Scale down further	Divestment
Free Cash Flow to Firm	Negative	Negative	Cross over to positive territory	Positive & growing	Positive & stable	Positive & dropping

In value, the emphasis shifts as well, from narrative to numbers…



Lifecycle stage	Start-up	Young Growth	High Growth	Mature Growth	Mature Stable	Decline
Narrative versus Numbers	All Narrative	Mostly narrative	Narrative + Numbers	Numbers + Narrative	Mostly Numbers	All Numbers
Narrative Drivers	How big is the narrative?	How plausible is narrative?	How profitable is narrative?	How scalable is narrative?	How sustainable is narrative?	How happy is the ending?
Narrative Differences	Unconstrained & Large differences	*Constraints mount as numbers build up* *Differences across investors narrow, as history deepens*				Constrained & Narrow differences

Divergent Stories? Tesla Story Choices in 2020

Story	Revenues	Operating Margins	Reinvestment Efficiency	Risk	Value/Share	Equity Value
The Big Auto	BMW-like ($100 billion)	Auto 75th percentile	Auto 75th percentile	Auto median	$ 105.79	$ 27,547
	Daimler-like ($200 billion)	Auto 75th percentile	Auto 75th percentile	Auto median	$ 227.42	$ 49,076
	VW/Toyota-like ($300 billion)	Auto 75th percentile	Auto 75th percentile	Auto median	$ 332.82	$ 67,731
Auto+ Tech	BMW-like ($100 billion)	Tech median	Tech median	Tech median	$ 110.96	$ 28,461
	Daimler-like ($200 billion)	Tech median	Tech median	Tech median	$ 211.84	$ 46,317
	VW/Toyota-like ($300 billion)	Tech median	Tech median	Tech median	$ 297.86	$ 61,544
An Auto FAANG	BMW-like ($100 billion)	FAANG aggregate	FAANG aggregate	Tech median	$ 458.37	$ 89,953
	Daimler-like ($200 billion)	FAANG aggregate	FAANG aggregate	Tech median	$ 854.64	$ 160,094
	VW/Toyota-like ($300 billion)	FAANG aggregate	FAANG aggregate	Tech median	$ 1,204.62	$ 222,040
MYB	VW/Toyota-like ($300 billion)	Software median	Revolutionary Manufacturing	Auto median	$ 2,105.55	$ 381,504

As companies mature, their stories become bounded..

Apple

The Story

Apple is a cash machine, deriving much of its cash and value from its iPhone franchise. It's large size will make it disruptive growth difficult and I expect the company to continue to churn out cash from its existing businesses, albeit with almost flat revenues and declining margins, as competition increases. In spite of its size, the company will continue to be riskier than average, because it has to reinvent itself every two years to survive. Finally, the tax rate paid by the company will gradually rise over time to a global average and trapped cash will be returned with a tax penalty.

The Assumptions

	Base year	*Years 1-5*	*Years 6-10*		*After year 10*	*Link to story*
Revenues (a)	$ 218,118	1.50%	1.00%		1.00%	Mature company; size impedes growth
Operating margin (b)	29.18%	29.18%	25.00%		25.00%	Margins decrease with competition
Tax rate	26.01%	26.01%	30.00%		30.00%	Tax rate increases to global average
Reinvestment (c)		Sales to capital ratio	1.60	RIR =	14.35%	Reinvest like electronics company
Return on capital	-7189.38%	Marginal ROIC =	-6.60%		6.97%	ROIC converges on cost of capital
Cost of capital (d)		9.09%	6.97%		6.97%	In the 75th risk percentile of US firms

The Cash Flows

	Revenues	*Operating Margin*	*EBIT*	*EBIT (1-t)*	*Reinvestment*	*FCFF*
1	$ 221,390	28.76%	$ 63,674	$ 47,113	$ 2,045	$ 45,068
2	$ 224,711	28.34%	$ 63,690	$ 47,125	$ 2,076	$ 45,049
3	$ 228,081	27.93%	$ 63,692	$ 47,127	$ 2,107	$ 45,020
4	$ 231,502	27.51%	$ 63,680	$ 47,118	$ 2,138	$ 44,979
5	$ 234,975	27.09%	$ 63,654	$ 47,098	$ 2,170	$ 44,927
6	$ 238,265	26.67%	$ 63,549	$ 46,513	$ 2,056	$ 44,457
7	$ 241,362	26.25%	$ 63,366	$ 45,874	$ 1,936	$ 43,938
8	$ 244,258	25.84%	$ 63,106	$ 45,182	$ 1,810	$ 43,371
9	$ 246,945	25.42%	$ 62,768	$ 44,439	$ 1,679	$ 42,760
10	$ 249,415	25.00%	$ 62,354	$ 43,648	$ 1,543	$ 42,104
Terminal year	$ 251,909	25.00%	$ 62,977	$ 44,084	$ 6,325	$ 37,759

The Value

Terminal value	$ 632,483		
PV(Terminal value)	$ 281,080		
PV (CF over next 10 years)	$ 286,557		
Value of operating assets =	$ 567,637		
Adjustment for distress	$ -	Probability of failure =	0.00%
- Debt & Mnority Interests	$ 94,141		
+ Cash & Other Non-operating assets	$ 215,090		
Value of equity	$ 688,586		
- Value of equity options	$ 128		
Number of shares	5,336.17		
Value per share	$ 129.02	Stock was trading at =	$130.27

And in decline, they can be depressing..

JC Penney in 2016: Road to Nowhere?

Declining business: Revenues expected to drop by 3% a year fo next 5 years

	Base year	1	2	3	4	5	6	7	8	9	10
Revenue growth rate		-3.00%	-3.00%	-3.00%	-3.00%	-3.00%	-2.00%	-1.00%	0.00%	1.00%	2.00%
Revenues	$ 12,522	$12,146	$11,782	$11,428	$11,086	$10,753	$10,538	$10,433	$10,433	$10,537	$10,748
EBIT (Operating) margin	1.32%	1.82%	2.31%	2.80%	3.29%	3.79%	4.28%	4.77%	5.26%	5.76%	6.25%
EBIT (Operating income)	$ 166	$ 221	$ 272	$ 320	$ 365	$ 407	$ 451	$ 498	$ 549	$ 607	$ 672
Tax rate	35.00%	35.00%	35.00%	35.00%	35.00%	35.00%	36.00%	37.00%	38.00%	39.00%	40.00%
EBIT(1-t)	$ 108	$ 143	$ 177	$ 208	$ 237	$ 265	$ 289	$ 314	$ 341	$ 370	$ 403
- Reinvestment		$ (188)	$ (182)	$ (177)	$ (171)	$ (166)	$ (108)	$ (53)	$ -	$ 52	$ 105
FCFF		$ 331	$ 359	$ 385	$ 409	$ 431	$ 396	$ 366	$ 341	$ 318	$ 298
Cost of capital		9.00%	9.00%	9.00%	9.00%	9.00%	8.80%	8.60%	8.40%	8.20%	8.00%
PV(FCFF)		$ 304	$ 302	$ 297	$ 290	$ 280	$ 237	$ 201	$ 173	$ 149	$ 129
Terminal value	$ 5,710										
PV(Terminal value)	$ 2,479										
PV (CF over next 10 years)	$ 2,362										
Sum of PV	$ 4,841										
Probability of failure =	20.00%										
Proceeds if firm fails =	$2,421										
Value of operating assets =	$4,357										

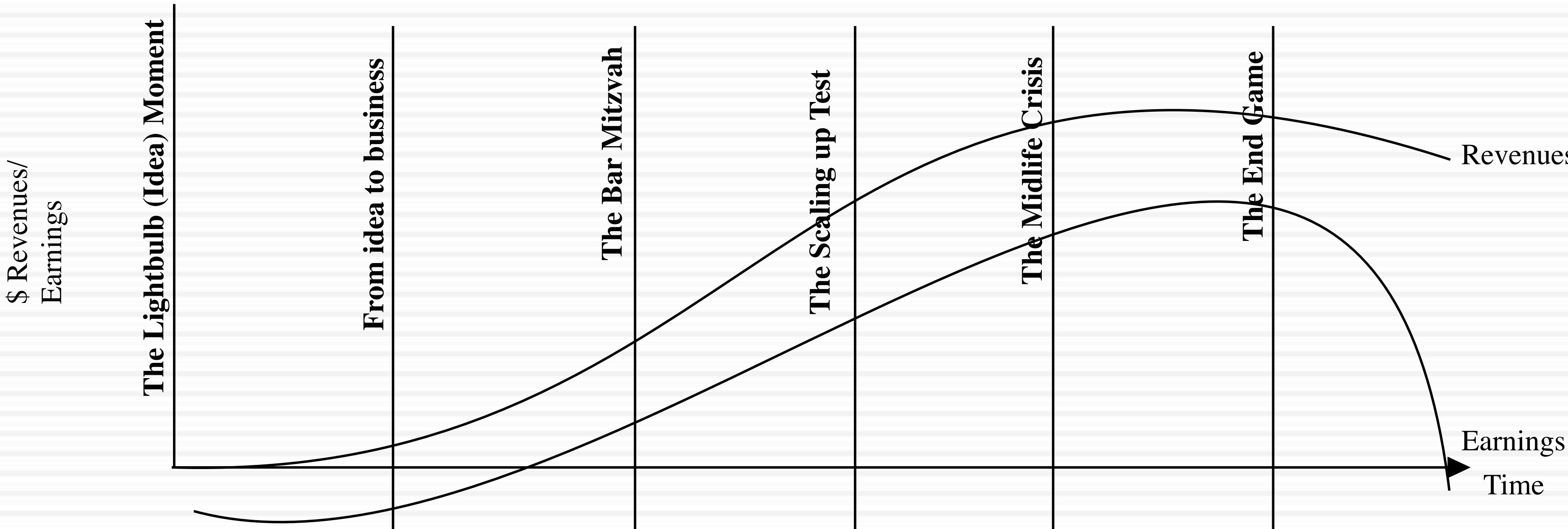
High debt load and poor earnings put survival at risk. Based on bond rating, 20% chance of failure and liquidation will bring in 50% of book value

Margins improve gradually to median for US retail sector (6.25%)

As stores shut down, cash released from real estate.

The cost of capital is at 9%, higher because of high cost of debt.

The Evolution of Uncertainty

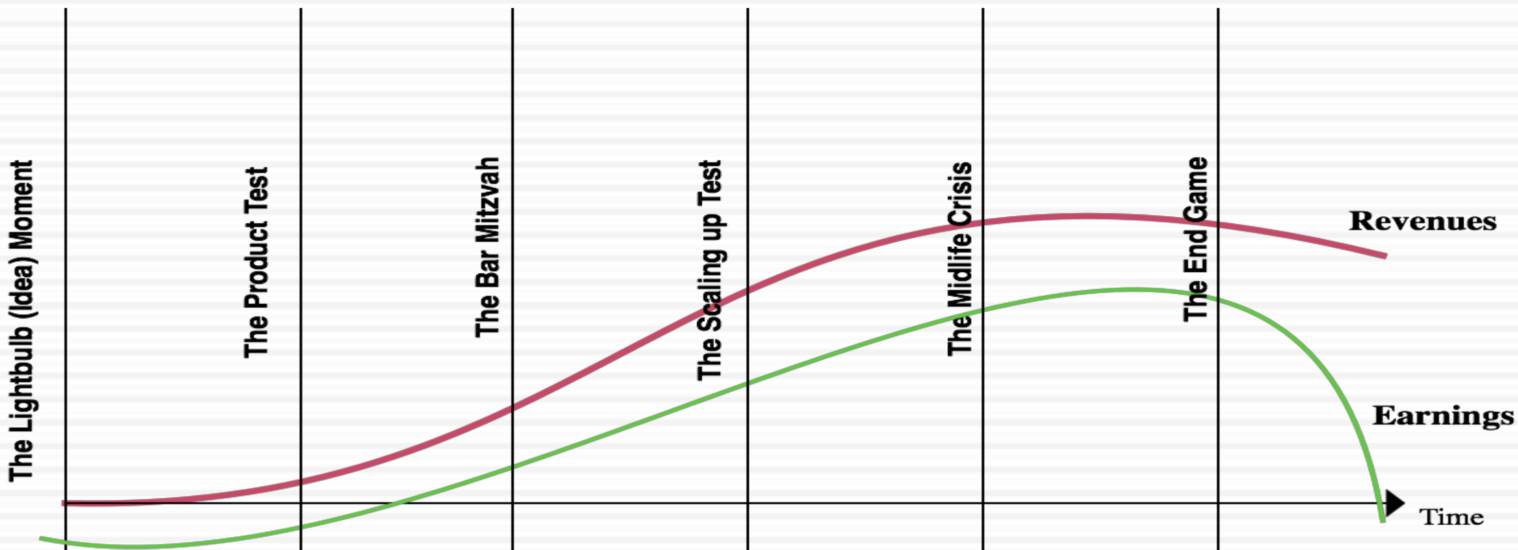


Growth stage	Stage 1 Start-up	Stage 2 Young Growth	Stage 3: High Growth	Stage 4 Mature Growth	Stage 5 Mature Stable	Stage 6 Decline
Uncertainty about	Does the idea have potential?	Is there a business model for the idea to be commercialized?	Will the business model generate profits?	Can the business be scaled up?	Can the business be defended?	Will management face reality?
Type & Magnitude	*High & company specific*	→	→	→	→	*Low & sector or macro driven*

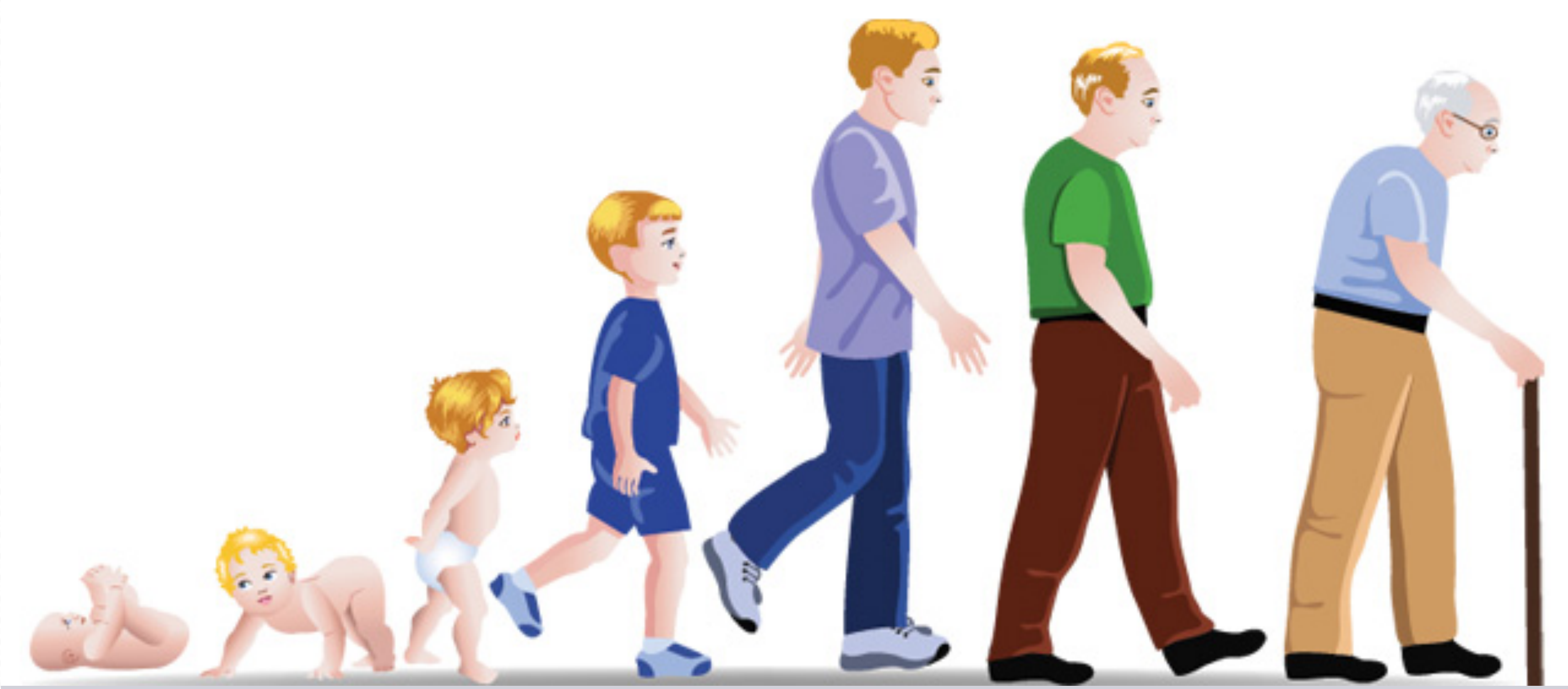
Pricing and Value: Across the Life Cycle

Growth stage	*Stage 1 Start-up*	*Stage 2 Young Growth*	*Stage 3: High Growth*	*Stage 4 & 5 Mature Stable*	*Stage 6 Decline*
Key Questions	Is there a market for the product or service? How big is that market? Will you survive?	Do people use your product or service? How much do they like it?	Will people pay for the product or service? Can you scale up, i.e., grow as you get bigger?	Can you make money of the product and service and sustain profitability in the face of competition?	What will you get if you sell your assets? How do you plan to return cash flows to your investors?
Pricing Metrics & Measures	Market size, Cash on hand, Access to capital	Number of users, User intensity (EV/User)	User engagement with model, Revenues (EV/Sales)	Earnings levels and growth (PE, EV/EBIT)	Cash flows, Payout & Debt servicing (PBV, EV/EBITDA)
Narrative vs Numbers	Mostly or all narrative	More narrative than numbers	Mix of narrative & numbers	More numbers than narrative	Mostly or all numbers
Value Drivers	Total market size, Market Share & Target Margin	Revenue Growth (and its drivers)	Revenue Growth & Reinvestment	Operating margins and Return on capital	Dividends/Cash Returns & Debt ratios
Dangers	*Macro delusions*, where companies are collectively overpriced, given market size.	*Value distractions*, with focus on wrong revenue drivers.	*Growth illusions*, with failure to factor in the cost of growth.	*Disruption Denial*, with failure to see threats to sustainable profits.	*Liquidation leakage*, with unrealistic assumptions about what others will pay for liquidated assets.
Transitions	*Potential to Product*	*Product to Revenues*	*Revenues to Profits*	*Profits to Cash flows*	

And the focus changes.... And so does the right CEO for the company



Lifecycle stage	**Start-up**	**Young Growth**	**High Growth**	**Mature Growth**	**Mature Stable**	**Decline**
The Game	Tell a compelling & plausible story	Stay consistent with story	Deliver numbers to back story	Keep story in sync with numbers	Adjust story to reflect maturity	Shrink the company
The Right CEO	Steve, the Visionary	Paula, the Pragmatist	Bob, the Builder	Oscar, the Opportunist	Donna, the Defender	Larry, the Liquidator



"Growing old is mandatory, Growing up is optional"