HIDDEN REVENUE ASSESSMENT

How much advisory revenue is already sitting inside your client base?

Portfolio-level opportunity analysis across 219 client companies (210 scored)

PREPARED FOR

Dunder Mifflin

Assessment date: September 2026 | Companies analyzed: 219 | Scored: 210 | Avg. signals per client: 3.0

$2.6M	657	80
GROSS SIGNAL POOL	QUALIFIED SERVICE SIGNALS	PRIORITY CLIENTS
Actionable (Tiers 1–3): $1.2M–$2.1M	Across 11 distinct service lines	14 immediate · 66 near-term

Key executive finding

Your analyzed portfolio contains a substantial, actionable advisory opportunity. Demand concentrates heaviest in sales pipeline, margin and cash flow. Within the portfolio, 14 companies show acute cash strain alongside a severe financial signal, and 27 companies are profitable on their P&L yet experiencing hidden working-capital strain (<1.0x current ratio).

What this report does — and does not do
This assessment quantifies and organizes the portfolio-level advisory opportunity. It intentionally does not disclose client names, company-specific diagnostics, scoping plans, or outreach messaging. Those client-level execution details are unlocked inside 4ID Foresight.

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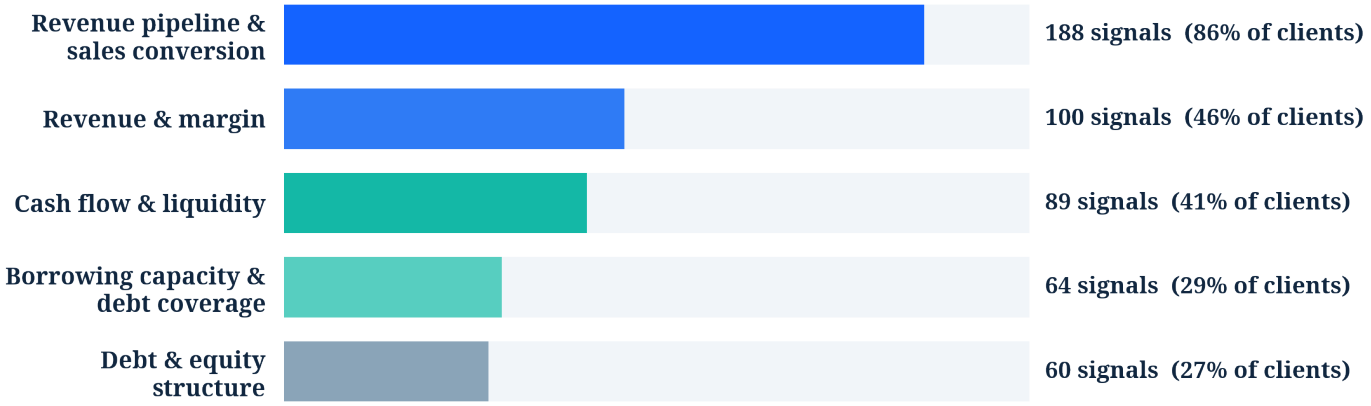
02 | SERVICE LINES

Where advisory demand is concentrated

Financial signals are mapped into 11 advisory service lines. Each count is the number of distinct clients showing that need; because one business can show several needs (averaging 3.0 per company), the counts add up to engagements rather than unique clients.



Service opportunity	Signals (Penetration)	Estimated revenue range	Portfolio observation
Revenue pipeline & sales conversion	188 (86% of clients)	$564K–$940K	Sales process and pipeline visibility support
Revenue & margin	100 (46% of clients)	$300K–$500K	Recurring advisory & pricing potential
Cash flow & liquidity	89 (41% of clients)	$267K–$445K	Near-term working capital management
Borrowing capacity & debt coverage	64 (29% of clients)	$192K–$320K	Lender readiness and covenant support
Debt & equity structure	60 (27% of clients)	$180K–$300K	Capital structure & refinancing reviews
Other specialized needs	156 (Multi-category)	$468K–$780K	Multiple specialized advisory categories

Penetration is the share of all 219 companies analyzed. Category ranges add up to the gross signal pool of $2.0M–$3.3M ($4.0K per engagement ±25%), which implies about 3.0 engagements (~$12K) per client.

Opportunity sizing, not a call list

The service-line view shows leadership which advisory practices have immediate client density. 4ID Foresight maps each signal back to the specific client, financial ratio, and conversation starter.

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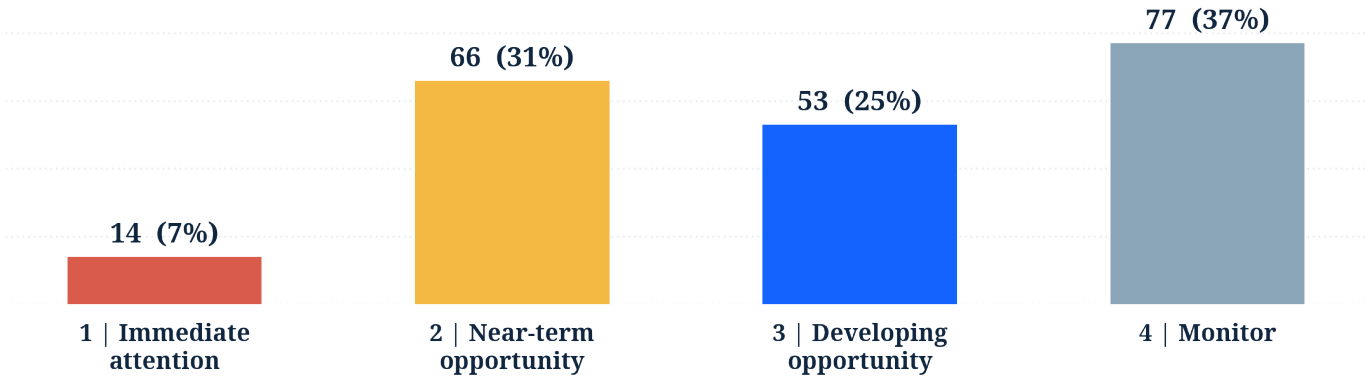
03 | PRIORITY DISTRIBUTION

Which clients deserve attention first

4ID evaluates liquidity, profitability, solvency, and leverage across the portfolio to segment clients into four action tiers. Working-capital strain carries the highest weight.



Tier	Scored clients	Diagnostic criteria	Indicative revenue band
1 | **Immediate attention**	14 (7%)	Cash strain plus a severe loss, solvency or leverage signal	$131K–$219K
2 | **Near-term opportunity**	66 (31%)	Cash strain on its own, two or more signals, a significant loss, or any severe signal	$619K–$1.0M
3 | **Developing opportunity**	53 (25%)	A single signal or an early watch indicator	$497K–$829K
4 | **Monitor**	77 (37%)	No priority action indicated on the data available	Not sized (monitor only)

Percentages are of the 210 scored companies. Indicative revenue bands split the gross signal pool by each tier's share of those companies; Tiers 1–3 together form the $1.2M–$2.1M actionable pool, and the Monitor tier is not sized. 9 companies had fewer than two valid balance-sheet/P&L ratios and are held out for data refresh.

Why 'Immediate attention' is deliberately narrow

Rather than flooding partners with false urgency, Tier 1 is restricted to companies experiencing both cash strain (<1.0x current ratio) and a severe loss, solvency, or leverage signal — isolating 14 high-urgency clients (7% of scored companies) for immediate partner review.

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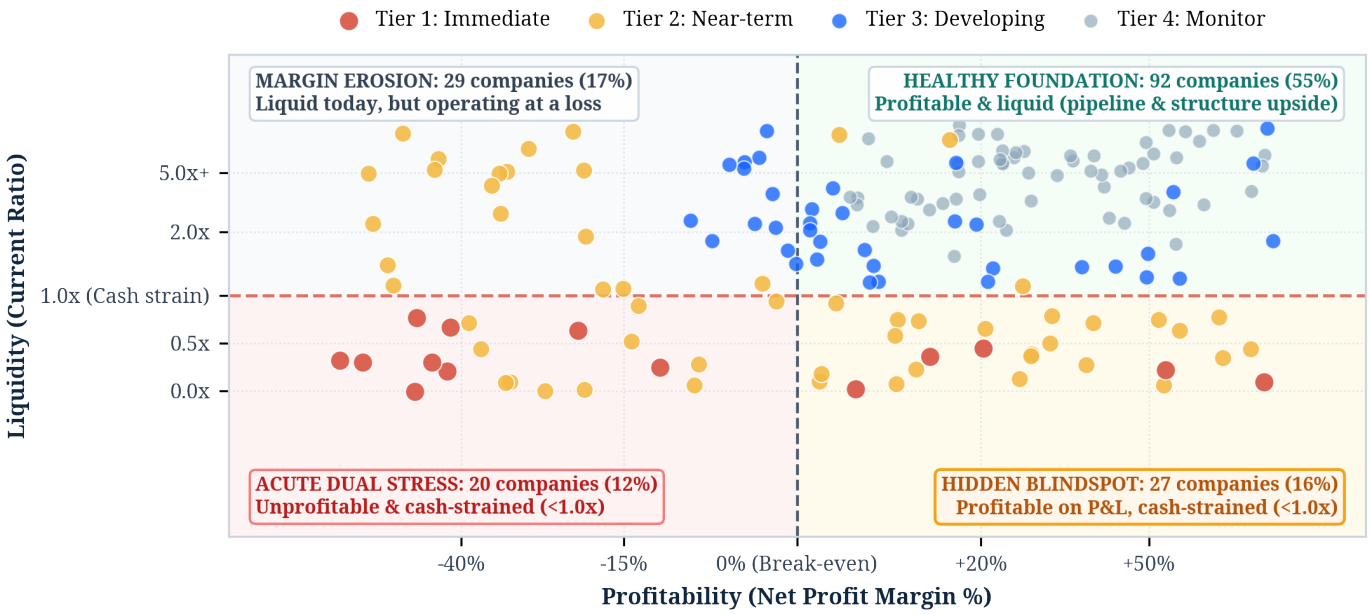
04 | PORTFOLIO HEALTH MATRIX

Uncovering the tax-return blindspot

Plotting Profitability (Net Margin) against Liquidity (Current Ratio) across 168 companies with valid margin and liquidity ratios reveals why P&L reviews alone miss critical advisory needs. Percentages on this page are of those 168 companies.



Portfolio quadrant	Companies (of 168)	Financial profile	Primary advisory fit
Hidden blindspot (Bottom-Right)	27 (16%)	Profitable (>=0% margin), Cash-Strained (<1.0x)	Cash flow forecasting, credit line structuring & AR acceleration
Acute dual stress (Bottom-Left)	20 (12%)	Loss-making (<0% margin) & Cash-Strained (<1.0x)	Immediate turnaround triage, debt restructuring & cash conservation
Margin erosion (Top-Left)	29 (17%)	Loss-making (<0% margin), Liquid (>=1.0x)	Pricing review, product/customer profitability & overhead control
Healthy foundation (Top-Right)	92 (55%)	Profitable (>=0% margin) & Liquid (>=1.0x)	Sales pipeline conversion, growth modeling & capital optimization

The 27-client blindspot hiding in plain sight

In a traditional compliance workflow, 27 companies in this portfolio look healthy because their income statement shows a positive net profit. Yet their balance sheet shows less than $1.00 of current assets for every $1.00 of short-term liabilities. Surfacing these hidden balance-sheet stresses is one of the fastest ways to win high-value advisory retainers.

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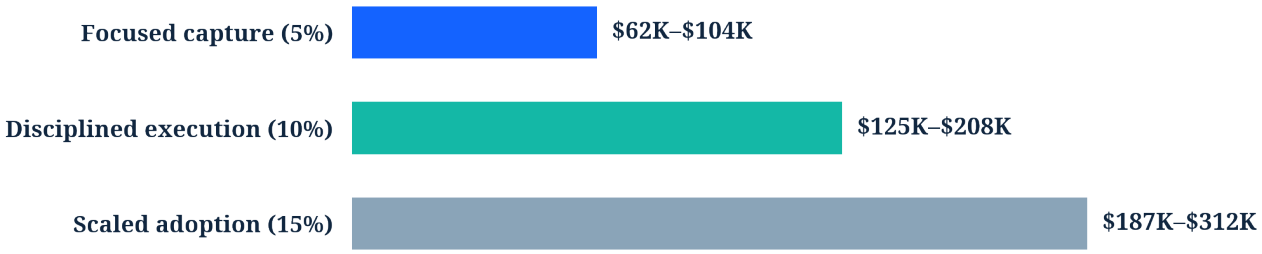
05 | REVENUE MODEL & CAPTURE SCENARIOS

Sizing the practice opportunity

The revenue model separates total gross signal capacity from realistic first-year capture across either the actionable portfolio or only your priority clients.

Model component	Value	How it works
Qualified service signals	657 signals	Avg. 3.0 advisory signals per client across 11 categories
Per-engagement upside	$4.0K	Firm-supplied fee benchmark per advisory service engagement
Gross signal pool	$2.6M	Total signals (657) × $4.0K per-engagement upside
Modeled pool range	$2.0M–$3.3M	Applies 0.75x–1.25x scoping range around the gross signal pool
Actionable pool (Tiers 1–3)	$1.2M–$2.1M	Gross pool × 63% share of scored companies in Tiers 1–3 (133 of 210); the planning base for Track A

Track A: Signal capture across the actionable portfolio (Tiers 1–3)



Portfolio scenario	Assumed signal conversion	Potential first-year revenue
Focused capture	5% of actionable signals (21 engagements)	$62K–$104K
Disciplined execution	10% of actionable signals (42 engagements)	$125K–$208K
Scaled adoption	15% of actionable signals (62 engagements)	$187K–$312K

Track B: Focused capture among the 80 Priority Clients only (Tiers 1 & 2)

Priority-only scenario	Clients converted	Scope assumption	First-wave fee potential
Initial pilot wave	15% of priority clients (12 of 80 clients)	1.0–1.5 engagements / client	$48K–$72K
Targeted priority campaign	25% of priority clients (20 of 80 clients)	1.0–1.5 engagements / client	$80K–$120K
Full priority mobilization	40% of priority clients (32 of 80 clients)	1.0–1.5 engagements / client	$128K–$192K

Both tracks are planning illustrations rather than guarantees. Track B shows that converting even 15% of your priority clients (12 of 80) at a single engagement each yields $48K without touching the broader portfolio.

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06 | ACTION PLAN & METHODOLOGY

Turning the assessment into execution

A disciplined 30-day rollout starts with your narrowest, highest-urgency client segments while maintaining strict data hygiene.

Recommended 30-day rollout

Step	Execution milestone	Owner	Timing
1	Triage all 14 Immediate-Attention (Tier 1) companies (includes 5 blindspot clients) in 4ID Foresight	Advisory lead	Week 1
2	Refresh QuickBooks balance-sheet mapping for the 9 unscored companies	Data owner	Before outreach
3	Launch working-capital reviews for the 22 Tier-2 profitable-but-cash-strained clients	Client partners	Weeks 2–3
4	Prepare structured outreach for the remaining 44 Near-Term (Tier 2) companies	Service line leads	Weeks 3–4
5	Select a Track A or Track B first-year capture target and assign partner quotas	Managing partner	Day 30

Client waves are mutually exclusive: 14 Tier 1 + 22 Tier-2 blindspot + 44 remaining Tier 2 = 80 total Priority Clients.

Scoring rules & tier thresholds

Tier	Qualification rule	Portfolio count
1 | **Immediate attention**	Cash strain (Liquidity < 1.0x) PLUS a severe signal: Net Margin < -40%, Solvency > 2.0x, or Debt/Equity > 8x	14 clients
2 | **Near-term opportunity**	Cash strain on its own (< 1.0x), 2+ standard signals (Loss < 0%, Solvency > 1.0x, D/E > 3x), significant loss (< -10%), or any severe signal	66 clients
3 | **Developing opportunity**	Any single standard signal or early watch indicator (Margin 0–5%, Liquidity 1.0–1.5x, D/E 2–3x, Solvency 0.8–1.0x)	53 clients
4 | **Monitor**	Healthy ratios across all scored metrics; no immediate balance-sheet or margin warning flags	77 clients

Automated data plausibility screen: Values outside plausible accounting bounds — a current ratio of zero, negative or 100x+, net margin of ±100% or beyond, solvency of 0 or 10x+, debt-to-equity of 0 or ±100x+, or a debt-to-equity sign that contradicts solvency — are treated as unmapped balance-sheet artifacts and excluded from triggering false signals. In this export, 62 of 219 companies (28%) had at least one artifact screened out, and 9 had fewer than two valid metrics.

Next step: Unlock the client names and conversation guides in 4ID Foresight
Every aggregate count, quadrant dot, and service-line signal in this assessment is linked to a named client record inside 4ID Foresight — complete with exact financial ratios, historical trends, and partner talking points. Schedule your portfolio walkthrough to activate the plan.

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