

READ ME FIRST

Your navigation guide for smooth voyage through the SEAS

What's in the package | What to open first | Where to start based on your role | Your first 7 days

THE STRATEGIC EBITDA ACCELERATION SYSTEM

4 Volumes | 9 Excel Workbooks | 1,711 Live Formulas | 35 Agent Prompts | 20+ Templates

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DISCLAIMER: Individual results depend on company-specific factors including data quality, executive commitment, vendor selection, and market conditions. The frameworks and tools in this system are designed to maximise your probability of success — they do not guarantee a specific outcome.

NEXT STEPS AFTER READING THIS GUIDE:

1. Open SEAS MASTER SUITE in the SEAS VIEW SUITE
2. Open the RAPID SEAS PLAYBOOK

01 What's in This Package

Your SEAS Playbook system contains 32 files organised into six categories: four core volumes, one companion playbook, two board presentation decks, nine interactive Excel calculators, nine sample CSV data files, one software application, and supporting reference documents and guides. See Part XIV of The SEAS Playbook for the complete file inventory.

EXHIBIT 1: Complete System Contents

FILE	PURPOSE
CORE VOLUMES (5 Files)	
This Document: SEAS READ ME FIRST	You are reading it. Navigation guide, role-based entry points, 7-day action plan.
The SEAS Playbook (Volume 1)	The master strategy document. Parts I–IV (FLOAT Diagnostic, Three Leakage Framework, 18-Month Roadmap, PE Optimisation Layer) plus Parts VIII–XV (Governance, Technology Deep-Dive, Alternatives Analysis, FAQ, Legal, Resources). Contains the Financial Model Convention, MOIC tables, IC Memo template, LP Update template, CEO Briefing script, Buy-Side Due Diligence Checklist, and all financial exhibits.
Strategic Agents Library (Volume 2)	Part V: 9 cross-functional strategic agents (Capital Structure, Tax Arbitrage, Contract Value, Compliance, Workforce, Deal Structuring, LP Reporting, Exit Prep, Cross-PortCo Synergies) plus 26 industry-specific agents across 13 verticals. Annual impact: \$3.6M–\$9.4M at portco level.
Agent Prompt Library (Volume 3)	Part VI: 35 production-ready system prompts. Copy, paste into Claude or GPT-4 with your CSV data, get directional analysis in 15 minutes. Each prompt includes data export spec, expected output format, and action guidance. No developers, no vendors, no code.
Templates Library (Volume 4)	Part VII: Every template, checklist, scorecard, and framework referenced in the playbook. SG&A Forensics, Risk Scorecard, P&L Bridge, Financial Attribution, Cost-Centre Freeze, ERP Integration Matrix, Board Deck Template, Vendor Negotiation Guide, Employee Communication Kit, Post-Pilot Review, CIM Section Draft, Escalation Matrix, and more.

COMPANION PLAYBOOK	
FILE	PURPOSE
RAPID SEAS Playbook	The daily execution manual. Self-contained: use it without opening the full SEAS Playbook. The Appendix (12-Week Execution Toolkit) contains the FLOAT diagnostic, Go/No-Go checklists, ROI calculator, vendor matrix, and board deck template — everything needed to identify EBITDA pockets, build the business case, select a vendor, and get board approval. The SEAS Playbook is the reference library for depth on financial models, legal terms, governance frameworks, and full agent specifications once the pilot is approved.

BOARD & IC PRESENTATION

Presentation Decks + Read Me	Purpose
SEAS Board Presentation Deck	Fill-in-the-blank board presentation. Slide 1: Why Now. Slides 2–3: Three Leakages + Your Numbers. Slide 4: Agentic AI vs. Traditional. Slide 5: Market Benchmarks. Slide 6: Phased Deployment. Slide 7: Investment vs. Return. Slide 8: Risk Mitigation. Slide 9: Dual Value Creation. Slide 10: Recommendation & Ask. Populate with your FLOAT results and present.
SEAS Fund-Level Presentation Deck	Report AI-driven value creation across the portfolio. Aggregates portco-level EBITDA impact for LP reporting and fundraising. Fund-level AI scorecard included.
PPTX READ ME FIRST	Read Me guide for all presentation files.

EXCEL SUITE (9 Workbooks | 1,711 Live Formulas | No broken references or circular logic)

#	WORKBOOK	WHAT IT DOES	WHEN TO USE
1	Data Fitness Scorecard	Scores 10 ERP fields from a 500-record sample. Outputs go/no-go with remediation cost estimate.	Phase 0: Before anything else. Takes 2–4 hours. Skipping it costs \$100K–\$500K.
2	PE EBITDA Calculator	Baseline EBITDA, 5 leakage categories, 18-month agent timeline, strategic agents, executive dashboard.	Phase 0–1: After FLOAT diagnostic confirms opportunity.
3	MOIC Calculator	Full LBO model: pre-AI vs. post-AI MOIC, portfolio scaling, exit scenarios. Uses 12% of baseline EBITDA as underwriting case.	Phase 1: IC memo and LP reporting.
4	ROI Calculator	14 individual agents modelled across 4 years. Cash flow analysis, 3 scenarios, exit value with equity-level MOIC.	Phase 1–2: Per-agent deployment decisions.
5	EBITDA Analysis Report	Pre-built report: ranked optimisation paths, action plans, industry benchmarks. Pre-populated for \$150M reference company.	Phase 0: Present to CFO alongside FLOAT results.
6	Vendor Matrix	10 agentic AI platforms scored across 6 weighted criteria. 4-band recommendation system.	Phase 0: Vendor shortlisting (Day 4–6).
7	Gantt Template	18-month visual timeline. Change project start date in C1 and entire plan shifts. 29 milestones with success metrics.	Phase 0–1: Project planning and board updates.
8	Budget Template	Line-item budget (\$1.6M total), 18-month cash flow, break-even analysis, 5-scenario sensitivity model.	Phase 0: IC/board budget approval.
9	Simple ROI Calculator	Single-sheet EV uplift model. Two metrics: EV Impact Multiple (69x) and Operational ROI (4.7x). Sensitivity table.	Board prep: Quick directional number.
10	READ ME EXCEL SUITE	Technical operating guide for all 9 workbooks. Sheet-by-sheet descriptions, input conventions, cross-reference map, recommended workflow sequence.	Before opening any Excel file.

OTHER SUPPORTING DOCUMENTS

File	Purpose
Project Manager's Runbook	Single printable document for the implementation PM. Pre-launch checklist, vendor scorecard, governance cadence, escalation authority, metrics dashboard, exception handling with SLA tiers, go/no-go gates, troubleshooting, pilot-to-scale playbook, sustainment costs. Post in project room.
SEAS Comparative Analysis	Comparison of SEAS with top consulting firms: McKinsey, BCG, and Deloitte.
09 CSV Files + SEAS Sample Data Guide PDF	Sample data files to populate and test agent prompts.
Software: EBITDA Pathfinder Pro	Ready-to-run software application included with the suite.

You do not need to open every file. The next section tells you exactly where to start based on your role and how much time you have.

02 Four-Volume Navigation Map

The SEAS system is built in layers. The RAPID SEAS Playbook is your daily execution manual — self-contained and action-first. The SEAS Playbook (Volume 1) is the reference library you pull from throughout the 18-month implementation. Volumes 2–4 are deployment tools you pull off the shelf when needed. The Excel Suite turns every framework into a live calculation.

EXHIBIT 2: Document Purpose, Audience, and Timing

DOCUMENT	PRIMARY USER	PURPOSE	WHEN TO USE
RAPID SEAS Playbook	CEO, CFO, COO, Operating Partner	Daily execution manual. Self-contained with 12-Week Toolkit Appendix: FLOAT diagnostic, Go/No-Go checklists, ROI calculator, vendor matrix, and board deck template. Gets you to first action and board approval. Use as primary working document from Day 1.	Day 1–2: Before committing to any action. Return to it throughout implementation as the daily field guide.
THE SEAS Playbook (Vol. 1)	Everyone — on demand	The complete reference library. MOIC tables, legal terms, governance frameworks, financial models. Pulled off the shelf when a specific question arises.	Months 1–18: Reference throughout implementation.
Strategic Agents Library (Vol. 2)	Operating Partner, CFO	Agent specifications: what each agent does, data required, EBITDA impact, implementation cost. Selects agents for deployment.	Month 2+: After pilot validates first workflow.
Agent Prompt Library (Vol. 3)	CFO, IT Lead, Analyst	Copy-paste prompts for 15-minute prototyping. Validates the opportunity with your own data before committing budget.	Day 2: Immediately after FLOAT diagnostic.
Templates Library (Vol. 4)	Project Manager, CFO	Fill-in-the-blank execution tools. Governance, attribution, vendor selection, employee communication.	Day 1 onward: As implementation progresses.
Board Deck	Operating Partner, CEO	10-slide fill-in presentation. Populate with FLOAT results and ROI data. Present to board or IC.	Day 6–7: Board/IC approval meeting.
Excel Suite (9 files)	CFO, Analyst, PM	Live financial models. Data Fitness audit, EBITDA analysis, MOIC modelling, ROI calculation, budget planning, vendor scoring.	Day 2 onward: Feeds every decision.
Project Manager's Runbook	Project Manager, CFO	Single printable execution reference. All checklists, scorecards, dashboards, and protocols in one document.	Day 1 onward: Print and post in project room. Reference weekly.

How the Documents Connect

- RAPID SEAS (Appendix) identifies 3+ EBITDA pockets and gets board approval → SEAS Playbook (Vol. 1) carries the implementation through 18 months with full financial models, legal terms, and governance framework
- The FLOAT Diagnostic (Vol. 1, Part I) identifies opportunities → the Agent Prompt Library (Vol. 3) validates them in 15 minutes with your data
- The Excel ROI Calculator quantifies per-agent returns → the MOIC Calculator translates those into PE-level equity impact
- The Templates Library (Vol. 4) provides every governance and attribution framework → the Board Deck presents the results
- The SEAS Fund-Level Presentation Deck aggregates all portco results into one LP-ready board update
- The PE Operating Partner path in Section 3 integrates post-acquisition EBITDA scanning (see SEAS Playbook Part II, Section 2.2 — 100-Day EBITDA Killer Scan) into day-by-day post-close execution

03 Start Here: By Role

Find your role below. Follow the steps in order. Estimated time to first actionable output is shown for each role.

EXHIBIT 3: Role-Based Entry Points

PE OPERATING PARTNER			
1	RAPID SEAS Playbook	Read Sections 1–3. Understand the three-leakage framework and why it works.	2 hours
2	The SEAS Playbook → Part I (FLOAT Diagnostic)	Run the 90-minute C-Suite scan on your top portco. Identify ≥3 EBITDA pockets.	90 minutes
3	Agent Prompt Library → Agent 3 (AP Invoice)	Paste prompt into Claude with 12 months of AP data. Validate opportunity in 15 minutes.	15 minutes
4	Simple ROI Calculator (Excel File 9)	Plug in portco numbers. Get board-ready EV uplift and Operational ROI.	20 minutes
5	THE SEAS PLAYBOOK → IC Memo (Part III)	Fill in the one-page IC memo with FLOAT results + ROI data. Submit for approval.	30 minutes
6	THE SEAS PLAYBOOK → Part II, Section 2.2 (100-Day EBITDA Killer Scan)	Hand to portco CFO/COO with one instruction: Follow the 100-Day Scan. Report weekly.	10 minutes
7	SEAS Fund-Level Presentation Deck	Enter first portco results into the fund-level deck. Update quarterly. Present to LPs.	15 minutes

The PE Operating Partner path: 5 hours (=300 minutes) from opening the package to having an IC-ready memo, a validated opportunity, and a day-by-day execution plan handed to the portco. No consulting firm on earth moves that fast.

CFO OR COO			
STEP	OPEN THIS	DO THIS	TIME
1	RAPID SEAS Playbook	Read Sections 1–3. Understand the ten levers and where your firm leaks EBITDA.	2 hours
2	THE SEAS PLAYBOOK → Part I (FLOAT Diagnostic)	Run the 90-minute diagnostic with your own P&L data. Be honest with the scores.	90 minutes
3	Data Fitness Scorecard (Excel File 1)	Pull 500 ERP records. Score 10 fields. Get go/no-go decision with remediation cost.	2–4 hours
4	Agent Prompt Library → Agent 3, 4, or 5	Validate top opportunity with your actual data. 15 minutes per agent.	45 minutes
5	Budget Template (Excel File 8)	Build the business case. \$1.6M total, phase-by-phase, with sensitivity analysis.	1 hour
6	Board Deck (seas-boarddeck.pdf)	Populate slides with FLOAT + ROI + Budget data. Present to board for pilot approval.	2 hours

CEO			
STEP	OPEN THIS	DO THIS	TIME
1	RAPID SEAS Playbook → Sections 1–2	Understand the strategic case and three-leakage framework.	1 hour
2	THE SEAS PLAYBOOK → CEO Briefing Script (Part IV)	Read the 30-minute conversation your PE sponsor will have with you. Understand what is being asked.	15 minutes
3	Board Deck (prepared by your CFO)	Review the 10-slide board deck your CFO populated with FLOAT results and ROI data.	20 minutes
4	Approve the pilot	Designate CFO or COO as executive sponsor. Set 90-day review milestone. Commit 2 hours/week.	5 minutes

The CEO path is the lightest: 100 minutes to confident approval. Your CFO and Operating Partner have already done the analysis. Your job is to sponsor, not execute.

04 Your First 7 Days

Regardless of your role, this is the action plan for your first week with the SEAS system. By Day 7, you will have identified your EBITDA opportunities, validated them with your own data, built the business case, selected your pilot workflow, and received board approval. The pilot launches on Day 8.

EXHIBIT 4: 7-Day Quick-Start Action Plan

WHEN	ACTION	OUTCOME	SOURCE FILE
DAY 1 Morning (1 hr)	Read this guide. Understand the package structure and your reading path.	Know what to open and in what order.	This document
DAY 1 Afternoon (2 hrs)	Read RAPID SEAS Playbook, Sections 1–3.	Understand the three-leakage framework, the ten levers, and the phased approach.	RAPID SEAS Playbook
DAY 2 Morning (90 min)	Run the FLOAT 90-Minute Diagnostic with your own P&L data.	Identify ≥ 3 EBITDA improvement opportunities.	THE SEAS PLAYBOOK → Part I
DAY 2 Afternoon (45 min)	Open Agent Prompt Library. Run Agents 3, 4, and 5 against your data.	Validate opportunities with 15-minute prototypes. See your own numbers.	Agent Prompt Library (Vol. 3)
DAY 3 Morning (2–4 hrs)	Run Data Fitness Scorecard on target workflow.	Go/no-go decision on data readiness. Remediation cost if needed.	Data Fitness Scorecard (Excel)
DAY 3 Afternoon (1 hr)	Populate EBITDA Analysis Report + Simple ROI Calculator with your numbers.	Ranked optimisation paths. Board-ready ROI number.	EBITDA Report (Excel 5) + Simple ROI (Excel 9)
DAY 4 Morning (2 hrs)	Shortlist 3–4 vendors using Vendor Matrix. Send Vendor RFP Template.	RFP issued. Vendors respond in 10 business days.	Vendor Matrix (Excel 6) + Vendor RFP Template
DAY 4 Afternoon (30 min)	Brief executive sponsor (CFO/COO). Share FLOAT results, agent validation outputs, and ROI.	Sponsor aligned. IC memo preparation authorised.	IC Memo (THE SEAS PLAYBOOK Part III)
DAY 5 (full day)	Vendor demos (3 × 60 min). Score using Vendor Matrix weighted criteria.	Vendors evaluated against live data.	Vendor Matrix (Excel 6)
DAY 6 (3 hrs)	Select vendor. Populate Board Deck with all data: FLOAT, ROI, vendor, budget, governance.	10-slide board deck ready to present.	Board Deck + Budget Template (Excel 8)
DAY 7 Morning (1 hr)	Present board deck to executive sponsor / IC / board. Request pilot approval.	Pilot approved. Budget committed. Sponsor assigned.	Board Deck
DAY 7 Afternoon	Populate Gantt Template with project start date. Distribute Employee Communication Kit to HR.	18-month timeline set. Organisation informed.	Gantt (Excel 7) + Employee Comm Kit (Vol. 4)
DAY 8 →	Pilot launches. Follow the Project Manager's Runbook. Execute day by day. Report weekly.	EBITDA starts flowing.	Project Manager's Runbook + THE SEAS PLAYBOOK Part III

By the end of Day 7, you will have: identified ≥ 3 EBITDA opportunities, validated them with your own data using AI prompts, confirmed data readiness, issued an RFP to vendors, built a board-ready presentation, and received pilot approval. The pilot launches on Day 8. That is 7 days from package delivery to execution.

05 Revenue-Side Applications

How SEAS works for growth equity, roll-up sponsors, and revenue-led value creation theses

SEAS is engineered as a margin expansion system. The core thesis is that mid-market firms leak EBITDA through supply chain waste, administrative overhead, and energy inefficiency — and that targeted agentic AI deployment can recover \$3M–\$5M+ of that leakage within 18 months.

That positioning is deliberate. Margin recovery is faster, more measurable, and more defensible to an investment committee than revenue projection. But the agent architecture, the diagnostic methodology, and the implementation playbook are domain-agnostic. They work equally well on the revenue side. For growth equity sponsors, venture-backed roll-ups, and PE firms with revenue-led value creation theses, the same toolkit produces a different kind of return — measured in different KPIs, captured by repointing the existing agents at different data.

REVENUE PLAY	HOW SEAS COMPONENTS REPOINT	EXPECTED IMPACT (12 MONTHS)
Pricing Optimisation	Pricing Drift Scanner agent + SKU Profitability Audit + FLOAT Pocket 2 (applied to live order data instead of legacy contracts). Excel ROI Calculator substitutes ASP/discount fields for cost-per-transaction fields.	0.5–2% revenue uplift = \$750K–\$3M on \$150M revenue. 70–90% flows to EBITDA.
Churn Reduction	Customer Behaviour Analyser + Exception Pattern Detector (repointed at usage logs and support history). FLOAT methodology applied to retention: onboarding gaps, mid-life value, renewal risk.	2–5 pp gross retention improvement. On 85% baseline, 3 pp = \$4.5M revenue retained. LTV uplift improves exit multiples.
Sales Velocity	Sales/SDR Intelligence Agent (Lever 3) + Lead Scoring Agent. Configure for cycle compression rather than activity volume. Project Manager's Runbook 12-week pilot structure applies directly.	10–20% sales cycle reduction. Same sales team produces 25% more annualised pipeline throughput.

For growth equity and roll-up sponsors: If your investment thesis is revenue growth rather than margin expansion, SEAS is still your operating system. The diagnostic methodology, agent architecture, phase-gated deployment, Go/No-Go gates, IC memo templates — all of it works the same way. Only the data and the KPIs change. For roll-up operators, the cross-portco synergies lever (Lever 10) becomes the central play: template agents deployed across acquired companies produce immediate operational consistency, accelerated integration, and the margin uplift that justifies the next bolt-on. SEAS becomes the playbook handed to every newly acquired CFO on Day 1.

Where to find the depth: Templates Library (Vol. 4) — Revenue-Side Applications. Full agent repointing specifications, expanded ROI calculator inputs, growth-equity-specific KPI dashboards, and the roll-up cross-portco deployment template.

06 ESG Co-Benefits of SEAS

How operational improvement maps to environmental, social, and governance outcomes

SEAS is built as an EBITDA acceleration system. Its primary outputs are margin recovery, multiple expansion, and exit value creation. But the operational levers that produce those financial outcomes also produce measurable ESG outcomes — and for PE firms with LP commitments to ESG reporting under SFDR, ILPA, or PRI frameworks, those co-benefits are increasingly material to fund-level value creation narratives.

Nothing in this section requires modifying the SEAS framework. The improvements happen anyway. SEAS simply translates them into the language that LP reporting, sustainability disclosures, and ESG due diligence require.

ESG PILLAR	SEAS LEVERS THAT MAP	MEASURABLE CO-BENEFIT
Environmental	Lever 7 (Energy & Operations), Lever 5 (Supply Chain), Lever 6 (Vendor Procurement), Lever 9 (Working Capital)	Scope 1 & 2 emissions reduction (8–15% facility energy cut). Scope 3 visibility through demand forecasting and inventory optimisation. Sustainable sourcing via vendor scorecards. Resource efficiency from inventory reduction.
Social	Lever 2 (AP/AR Automation), Lever 4 (SG&A Compression), Lever 8 (Legal & Compliance), Project Manager's Runbook (Change Management)	Workforce upskilling via augment-not-replace deployment. Job quality improvement — humans redirected to higher-value work. Worker safety through compliance monitoring. Stakeholder engagement via structured employee communication.
Governance	NIST AI RMF Alignment, Four Cybersecurity Guardrails, Three-Level Escalation Authority, Kill-Switch Protocol	AI governance dossier as transferable exit asset. GDPR/CCPA-compliant data protection. Clear decision rights and accountability. AI safety baseline (5-minute kill-switch) that ESG-conscious investors require.

For PE firms with LP-mandated ESG reporting: The SEAS Fund-Level Presentation Deck can be extended with an ESG appendix that aggregates co-benefits across portfolio companies — total carbon reduction, workforce upskilling outcomes, governance maturity scores, and AI safety incidents (target: zero). This becomes the ESG section of the fund's annual LP report, produced from operational data the portfolio is already tracking, not from a separate ESG questionnaire that creates portco fatigue. One deployment. Two reporting outputs. Zero additional cost.

Where to find the depth: Templates Library (Vol. 4) — ESG Co-Benefits Brief. Full Environmental/Social/Governance lever mappings, LP reporting templates aligned to SFDR and ILPA frameworks, and the Fund-Level ESG Appendix template.

You now know what's in the system, where to start, and what to do this week.

Stop reading. Start executing.

Open SEAS MASTER SUITE in the SEAS VIEW SUITE -> Open the RAPID SEAS PLAYBOOK