

A 21st CENTURY DECISION-MAKING TOOL FOR BUSINESS EXECUTIVES

Traditional Capitalism

- Maximize shareholder value
- Grow financial capital
- Short-term strategic focus; Consumption
- Externalize negative impacts
- Accountable for the firm's impacts
- Minimize transparency
- Linear take-make-waste model; Sell products

21st Century Capitalism

- Maximize *stakeholder* value
- Grow *financial, natural, social and human* capital
- Long-term* strategic focus; *Stakeholder well-being*
- Internalize* negative impacts
- Mutually accountability for the *value chain's* impacts
- Naked
- Circular economy model; Lease products and sell services

Features & Benefits

Prompts users with a list of 25 possible direct and indirect benefit areas and monetizes how the project saves expenses, enhances brand value, and grows revenue.

Guided by a starter set of over 20 potential risks, users monetize the risks of doing the project and the risks of **not** doing the project.

Just-in-time pop-up guidance helps estimate all potential project benefits, including co-benefits like increased employee engagement and retention.

Automatically calculates the project's payback period, net present value, and internal rate of return, as required in any CAPEX Request Form.

“ Our financial models may have brought us success in the past and we should not abandon them now, but we should think about how **new information can better inform our capital investment decisions.** ”

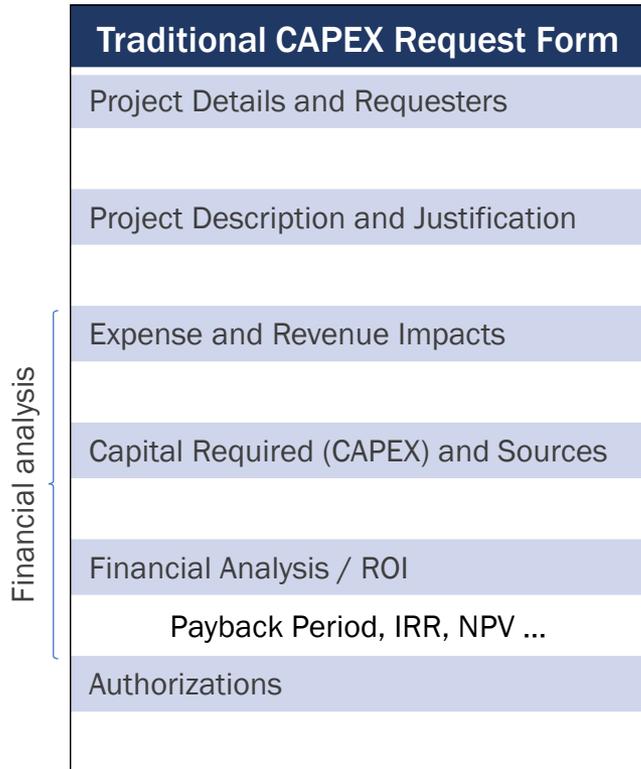


CAPEX essential guide, CFO Leadership Network. Accounting for Sustainability, 2016



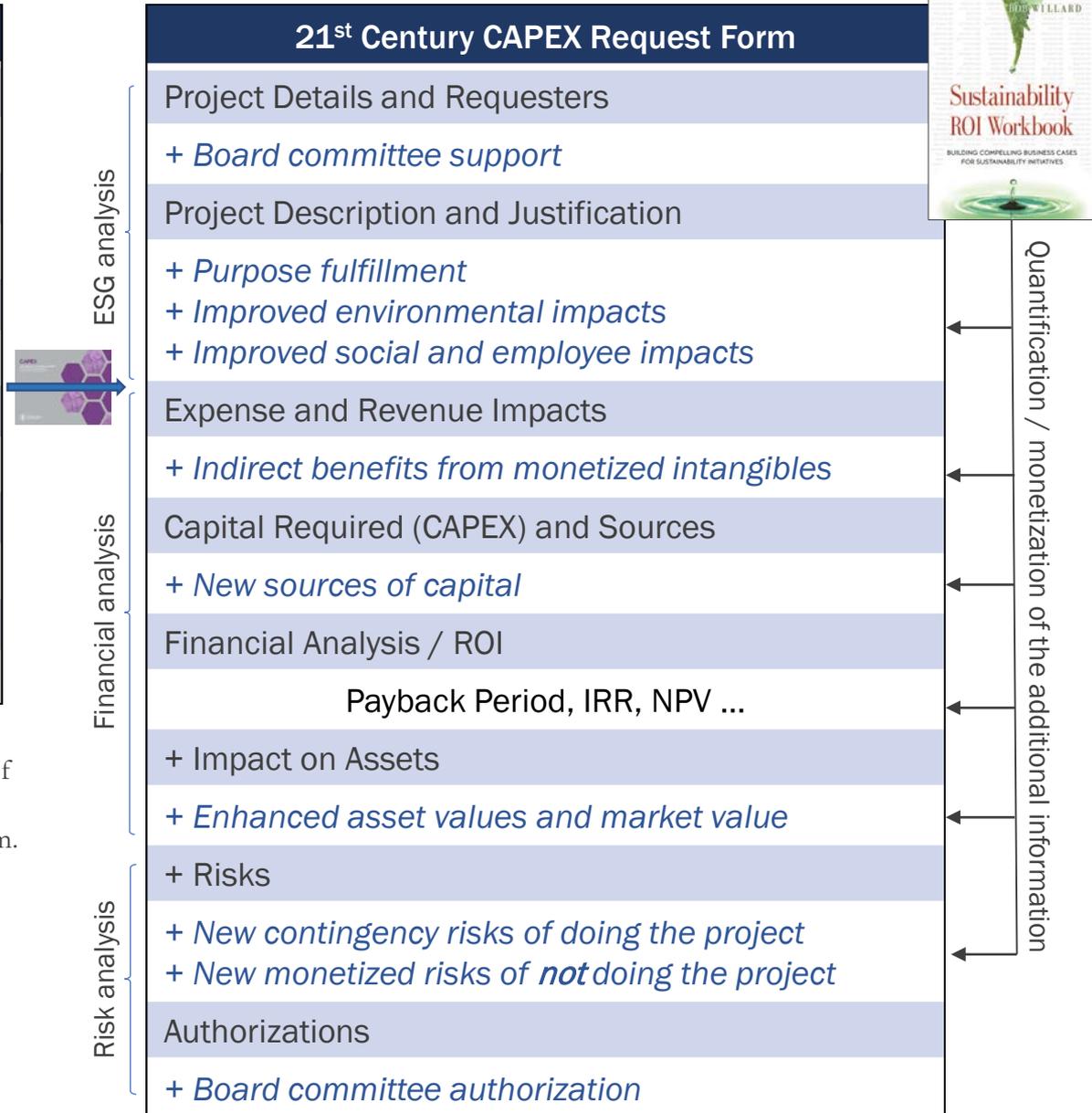
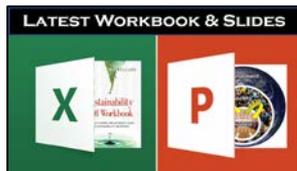
Bob Willard researched leading-edge CFO thinking on how to make smarter, better-informed business decisions in the volatile, uncertain, complex and more demanding 21st century. Then he created a decision-making engine in a form every CFO is familiar with and anyone can use: an Excel workbook. It includes a holistic capital expenditure (CAPEX) request appraisal tool that helps CFOs decide which projects have the best business case and are most worthy of C-suite support in the 21st century..

It's free and open-source. Download It at:
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+ : Information added to traditional CAPEX form content