

New Book 'The Valuation Gap' by Muriel Touati, Will Help Business Owners Understand What Buyers Look for in Businesses

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/EINPresswire.com/ -- Revenue grows. The team grows. But the business still can't survive a week without its founder. Author and entrepreneur Muriel Touati's new book, [The Valuation Gap: What Buyers See That Sellers Miss](#), breaks down why this happens, and what it takes to fix it.

Touati spent time on the other side of the table, evaluating businesses as a buyer: reviewing data rooms, signing NDAs, underwriting deals. What she saw again and again was that the businesses that struggled hardest weren't the smallest or the newest. They were the ones quietly built around one person. Her book turns that buyer's-eye diagnosis into a practical tool any founder can use, whether or not a sale is anywhere on the horizon.

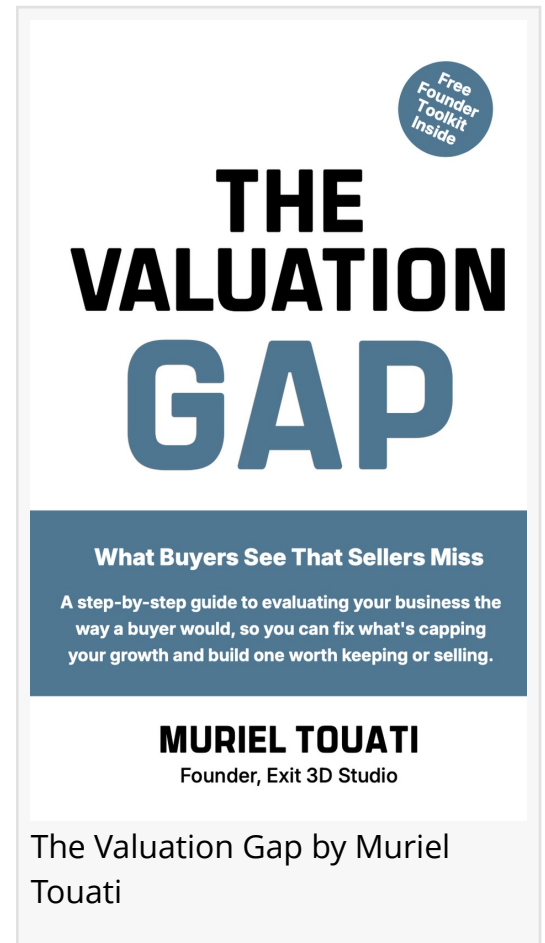
Four Gaps, One Pattern

The Valuation Gap is built around four structural gaps that quietly cap how far a business can grow and how easily it can run without its founder:

- Founder Dependency: how much the business relies on the owner personally to operate and grow
- Customer Concentration: how exposed the business is to the loss of one or two key clients
- Revenue Predictability: how consistent and forecastable revenue is, versus project-by-project unpredictability
- Acquisition System: whether the business has a repeatable way to generate new customers, or depends on referrals and founder relationships

The book includes a downloadable Founder's Toolkit with an Exit Readiness Scorecard, an Add-Back Cheat Sheet, a Revenue Red Flags Guide, and a 90-Day Founder Dependency Test.

Why It Matters Long Before Any Sale



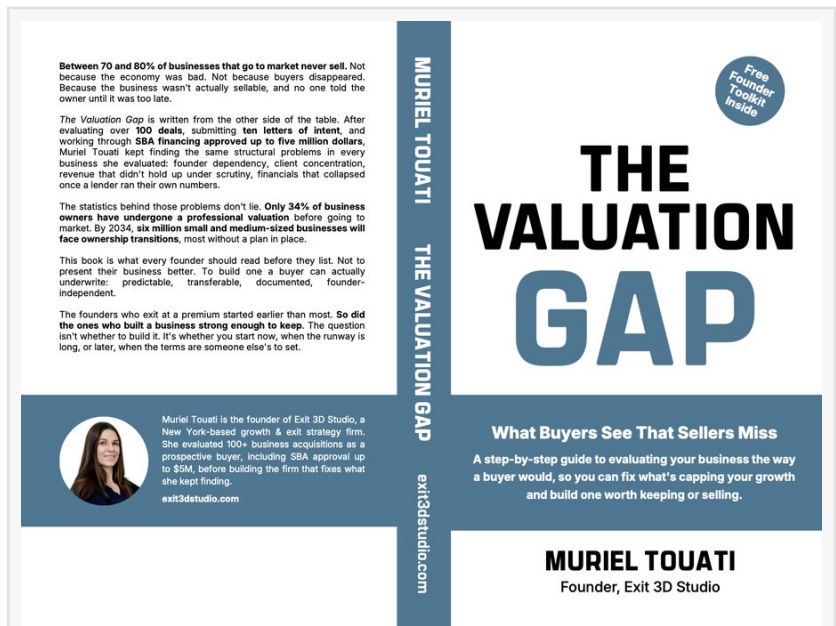
"These four gaps don't show up only when you're trying to sell. They show up every day, as the reason you can't take a real vacation, or the reason growth stalls even when demand doesn't," said Muriel Touati, founder and CEO of Exit 3D Studio and author of The Valuation Gap. "Fix them, and you get a business that's easier to run, easier to scale, and, if you ever want to, easier to sell. That's the order it actually happens in."

Before founding Exit 3D Studio, Touati built and ran L'Accélérateur LinkedIn, an online streaming and coaching program for French consultants. She is now adapting that model into a done-for-you growth offer for American companies through Exit 3D Studio. That hands-on experience building acquisition systems for service businesses now shapes Exit 3D Studio's growth programs, which combine LinkedIn, CRM, and multi-channel acquisition work with the same rigor she once applied to underwriting acquisition deals.

Touati offers a free Business Valuation Diagnostic for founders who want a clear read on where their own business stands across these four gaps. More information is available at exit3dstudio.com.

A Resource for Founders at Every Stage

While the book draws on real acquisition experience, its lessons are built for founders at every stage, not just those preparing to sell. Touati also shares additional insights on her YouTube channel, <https://www.youtube.com/@exit3dinsights>, where she breaks down real valuation and acquisition scenarios.



Between 70 and 80% of businesses that go to market never sell. Not because the economy was bad. Not because buyers disappeared. Because the business wasn't actually sellable, and no one told the owner until it was too late.

The Valuation Gap is written from the other side of the table. After evaluating over 100 deals, submitting ten letters of intent, and working through SBA financing approved up to five million dollars, Muriel Touati kept finding the same structural problems in every business she evaluated: founder dependency, client concentration, revenue that didn't hold up under scrutiny, financials that collapsed once a lender ran their own numbers.

The statistics behind those problems don't lie. Only 34% of business owners have undergone a professional valuation before going to market. By 2024, six million small and medium-sized businesses will face ownership transitions, most without a plan in place.

This book is what every founder should read before they list. Not to present their business better. To build one a buyer can actually underwrite: predictable, transferable, documented, founder-independent.


The founders who exit at a premium started earlier than most. So did the ones who built a business strong enough to keep. The question isn't whether to build it. It's whether you start now, when the runway is long, or later, when the terms are someone else's to set.

Muriel Touati is the founder of Exit 3D Studio, a New York-based growth & exit strategy firm. She evaluated 100+ business acquisitions as a prospective buyer, including SBA approval up to \$5M, before building the firm that fixes what she kept finding.
exit3dstudio.com

THE VALUATION GAP
What Buyers See That Sellers Miss
A step-by-step guide to evaluating your business the way a buyer would, so you can fix what's capping your growth and build one worth keeping or selling.

MURIEL TOUATI
Founder, Exit 3D Studio

The Valuation Gap by Muriel Touati Pic



Author Muriel Touati

The Valuation Gap: What Buyers See That Sellers Miss is available now for pre-order on Amazon. Download the first chapter free at exit3dstudio.com/the-valuation-gap.

About Muriel Touati

Muriel Touati is the founder and CEO of Exit 3D Studio, a New York-based growth and exit strategy firm that helps founder-led service businesses build real acquisition systems, reducing their dependence on referrals and word-of-mouth, and strengthening the digital assets buyers and customers actually evaluate. An entrepreneur since 2017, Touati has spent that time building and running growth programs herself, first through L'Accélérateur LinkedIn, now through Exit 3D Studio, and more recently applied a buyer's lens to acquisition analysis, evaluating businesses, data rooms, and deals over the past year and a half. Originally from Nice, France, she lives in Manhattan, where she hosts a monthly entrepreneurs' event for the local expat community. She works with entrepreneurs seeking to build businesses worth growing, keeping, or eventually selling. Connect with her on <https://www.linkedin.com/in/murieltouati>

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