

# VALERIE CHAN



**Powerhouse Attorney and Strategic Growth Advisor**

To schedule Valerie Chan for your next event, contact Talent Concierge® Artists Agency



Phone  
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## SPEAKING TOPICS:

- Build It Right, Sell It High
- The CEO's Legal Playbook
- From Scrappy to Sold
- Million Dollar Mindset Meets Legal Strategy

Trusted Business  
Advisor Maximizing  
Business Valuation  
Helping founder's  
craft compelling  
narratives that  
attract investors,  
drive acquisitions  
and enhance  
market  
perception.



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## PROFESSIONAL BIO

Valerie Chan is a powerhouse attorney, dynamic speaker, and trusted advisor to entrepreneurs and business leaders ready to scale smart and sell high. As the Founder and Principal of Plat4orm PR, she brings a sharp legal mind, deep communications expertise, and a strategic business lens to help companies craft compelling narratives that drive growth, attract investment, and increase enterprise value.

Known for simplifying complex ideas and turning growth challenges into strategic opportunities, Valerie has guided countless founders from startup through acquisition. Her work focuses on shaping market perception, aligning messaging with investor expectations, and building stories that position companies for successful, high value exits.

Whether she's coaching founders on messaging at SXSW and NASDAQ, shaping public perception through PR strategy, or speaking to executive teams about growth and positioning, Valerie brings a results-driven approach rooted in clarity, confidence, and long-term impact.

Valerie Chan's message is simple: Build it right. Shape the story. Sell it high.



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# IMPACTFUL TAKEAWAYS FROM VALERIE CHAN'S KEYNOTES

## **Scale with Confidence**

Attendees Walk away with a clear roadmap for scaling their business—from early traction to multi-million-dollar growth—without the legal and financial missteps that cost time and money.

## **Think Like a Dealmaker**

Valerie teaches how to build a company with the end in mind—whether that's acquisition, merger, or legacy—empowering leaders to make smarter, future-focused decisions.

## **Build for Maximum Valuation**

Attendees learn the essential legal, operational, and strategic foundations that drive up business value and make companies attractive to investors and buyers.

## **Protect What You're Building**

Through real-world examples, Valerie reveals how to safeguard your business with smart legal frameworks that support growth and prevent costly pitfalls.

## **Exit on Your Terms**

From deal structure to negotiation mindset, Valerie equips audiences with the tools and strategies to command premium pricing when it's time to sell.

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# KEYNOTE DESCRIPTORS

## **Build It Right, Sell It High**

*The Legal and Strategic Secrets to Scaling and Selling a Multi-Million Dollar Business*

### Takeaways:

- Learn the foundational legal structures every business needs to scale with ease and attract buyers.
- Discover what acquirers really look for—and how to position your company for maximum value.
- Avoid the most common mistakes that kill deals or reduce valuation.
- Walk away with a checklist to prepare your company for a future sale—even if you're not ready to exit yet.

## **The CEO's Legal Playbook**

*What Every Growth-Focused Founder Must Know to Protect and Power Their Business*

### Takeaways:

- Decode the legal must-haves for scaling your business the right way.
- Learn how to protect your IP, team, and operations before they become liabilities.
- Understand the power of contracts, compliance, and smart governance for long-term success.
- Gain practical tools to lead like a CEO, not just a founder.
- Scale with purpose by creating a culture where storytelling drives the enterprise value.

## **Scrappy to Sold**

*How to Grow, Structure, and Sell Your Business Like a Pro*

### Takeaways:

- Map your business journey from hustle to high value.
- Craft a vision buyers can't ignore.
- Discover how to build systems and structures that increase profitability and reduce risk.
- Understand the stages of business maturity—and what's needed at each level to scale.
- Learn how to think like an investor or buyer (even if you're not selling... yet).

## **Million Dollar Mindset Meets Legal Strategy**

*The High-Growth Blueprint for Visionary Entrepreneurs*

### Takeaways:

- Align your mindset, mission, and model to grow with intention.
- Discover how legal strategy becomes a growth tool—not just a safety net.
- Uncover hidden value in your business that can be leveraged or monetized.
- Learn how to lead with clarity, confidence, and negotiation power.

VALERIE CHAN



*Your story reminded me of the wisdom of Maya Angelou. I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.*

*Thank you, Valerie, for your heartfelt message to help us adapt to chaos and change, and most of all, for being unforgettable.*

*~Alan Boal  
President - Idea Transfer Inc.*

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# VALERIE'S ACCOMPLISHMENTS SPEAK FOR THEMSELVES



Valerie has spoken at TEDx Farmingdale, the Oxford Talk, and PRSA ICON on business and human growth. Her insights are published in Entrepreneur and Forbes; with cover articles covering company growth, innovation, and emotional intelligence in business.

As a NASDAQ Entrepreneurial Teaching Fellow and coach AT SXSW, Valerie has worked directly with founders to refine their narratives for funding and scaling.



With a JD from Seattle University and a BA from the University of Puget Sound, Valerie's legal and communications expertise provides a strategic edge in valuation storytelling.



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## VALERIE CHAN – NOTABLE ACCOMPLISHMENTS

### **Closed Over \$500M in Business Transactions**

Valerie has advised and structured high-stakes mergers, acquisitions, and exits across multiple industries, helping founders and executives maximize their valuation and exit terms.

### **Founder of a Leading Legal & Strategy Firm**

She built her own legal advisory firm from the ground up, serving fast-growth startups and mid-market companies ready to scale, expand, and sell.

### **Advisor to Multi-Million Dollar Brands**

Valerie has helped countless business owners transform from “scrappy” to “sellable,” ensuring their legal and operational foundations support sustainable, scalable growth.

### **Top-Ranked Keynote Speaker**

Recognized for her dynamic and straight-talking stage presence, Valerie has spoken at national conferences, business summits, and masterminds, educating leaders on how to scale with intention and exit with power.

### **Media Contributor & Thought Leader**

Her expertise has been featured in outlets like Forbes, Inc., and Entrepreneur, where she’s recognized as a go-to expert on business law, growth strategy, and exit planning.

### **Educator & Mentor**

Valerie has trained hundreds of founders and legal professionals on the art of scaling legally and selling profitably, earning a reputation as a trusted mentor in the startup and investor community.

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**VALERIE CHAN IS AVAILABLE FOR MOTIVATIONAL  
SPEAKING, PANEL DISCUSSIONS, BOARD OF DIRECTOR  
RETREATS, AND INTERNATIONAL CONFERENCES.**