

Opportunity

BN000032534 – Personal Protective Equipment Provider for Pediatric Applications

Location: Northeast United States



The company is an innovative personal protective equipment (PPE) provider focused on reducing anxiety throughout the pediatric patient journey. The company sells custom face shields, masks, and other pediatric-based items. Licensing agreements with ViacomCBS allow the company to use various brand prints. The company is evolving its pediatric journey with its specialized CRM software and augmented reality applications. The 2020 performance presented below represent seven months of operation.

Bids Invited

Key Aspects

- Approximately \$1.1M in revenue for seven months of operations in 2020
- Exclusive licensing agreements with ViacomCBS brands
- Consistent product release schedule with new prints monthly

Key Indicators

Period Ending	Revenue Source	Revenue '000	Gross Profit '000	Adj. EBITDA* '000
12/31/2020	Management	\$1,137	\$86	(\$55)
12/31/2021	Internal	\$76	(\$21)	(\$103)
* Earnings before interest, tax, depreciation and amortization (non-cash items)				

In order that we may obtain our client's permission to release the Information Memorandum, please register your interest by completing the Non-Disclosure Agreement (including the Acquisition Profile) and return to:

William Sullivan
wsullivan@benchmarkintl.com

The above information is designed to enable recipients to make a decision whether to investigate the opportunity further. It is not intended to form the basis of an acquisition decision. The information has not been independently verified by Benchmark International who do not give any representation or warranty as to its accuracy. To receive full details on this business, please contact Benchmark International either by email, post or fax to addresses or number given below. Benchmark International is a sell-side only broker that has been engaged by this business and its owners on a sole and exclusive basis and as such, in the event of a sale, will be entitled to fees solely from the business and its owners. Benchmark International does not seek or accept fees from acquirers.

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Opportunities

- Continue further development of augmented reality (AR) phone application
- Hire experienced sales team to increase revenues
- Create recurring revenue model with pediatric facilities, providing new products monthly
- Establish marketing plan to effectively reach additional customers
- Pursue growth through international sales

Headquartered

- Northeast United States

Current Markets

- The company currently sells directly to consumers, medical professionals, and schools in the United States and Canada.

Shareholder Objectives

- The company is owned by two individuals. One owner is seeking a full exit from the business while the remaining owner would prefer to stay on and continue to grow the company.

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