

Opportunity

BN000031531 – Value Engineering & SaaS Strategic Communications Company

Location: Western United States



The offering consists of two entities, operating collectively to support high tech business clients to quantify and communicate the strategic business value of technology. The company has created a leading value engineering SaaS platform to support business development cases for enterprise sales organizations, to create complimentary sales, and promotions of go-to-market assets for accelerated sales.

Bids Invited

Key Aspects

- Diversified business model with segments for an SaaS platform, marketing agency services, and CIO strategy & communication services
- Subscription model offers high-growth margins and recurring revenue streams
- Global presence with clients in North America, Europe, Africa, and Asia
- Approximately 80% of sales is repeat business
- 100% independent and vendor-neutral
- Trusted by several major tech industry players such as AWS, Salesforce, Oracle, Hewlett Packard, and Cisco

Key Indicators

Period Ending	Revenue Source	Revenue '000	Adj. EBITDA '000
12/31/2020	Internal	\$4,592	\$767
12/31/2021	Internal	\$4,392	\$596
12/31/2022	Internal	\$4,476	\$506
12/31/2023	Internal	\$4,563	\$686

In order that we may obtain our client's permission to release the Information Memorandum, please contact:

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Opportunities

- SaaS segment of the company has grown from 15% to over 48% of revenues since 2018.
- Industry demand for the company's offerings is expected to grow as clients increasingly adopt IoT, cloud, and networking services.
- Ability to become a part of a larger sales, service, and marketing SaaS solution.
- Increase brand awareness efforts through further investment in marketing and addition of an enterprise sales team focused on accelerating growth.
- Reduce outside consulting expenses by bringing more talented staff in-house.

Headquartered

- The offering operates as a cloud-based company with employees working remotely across the U.S.

Current Markets

- The company is headquartered in the U.S. with a client base across North America, Europe, and Asia. It's client success and business value engagements span virtually every industry.

Real Estate

- Beginning in 2020, the company's team works remotely due to COVID-19. The staff migrated from a physical office space in California to using virtual office services.

Shareholder Objectives

- The majority shareholder is seeking the right strategic partner to accelerate growth opportunities and would like to remain with the company post sale.

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