Opportunity

BN000041835 – Software Development Company Providing Lead Generation Services

Location: United States

The company is a lead acquisition and management platform provider, with a focus on digital lead generation services and overall software development. The company serves numerous industries that specialize in consumer loan origination through data modeling and underwriting.

Bids Invited

Key Aspects

- Revenue and adjusted EBITDA grew at a compound annual growth rate (CAGR) of 76.7% and 212.0%, respectively, from 2020 through 2022
- From 2020 through 2022 gross profit margins have averaged 39.5%
- The company operates as a software-as-a-service (SaaS) based annual recurring revenue (ARR) model, with long-term contracts in place with all their clients
- Management notes that in 2022 nearly 100% of revenue was generated from repeat clients

Key Indicators

Period Ending	Revenue Source	Revenue '000	Gross Profit '000	Adj. EBITDA '000
12/31/2020	Internal	$1,217	$403	$122
12/31/2021	Internal	$1,744	$753	$423
12/31/2022	Internal	$3,800	$1,678	$1,188

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

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Opportunities

- Capitalize on the numerous markets the company has not yet entered
- Scale the company's operations to increase capacity and handle a greater number of clients
- Capitalize on the opportunity to better identify higher performing consumer loan applications through newly implemented data modeling techniques and analytics
- Expand the company's pay-per-funded (PPF) program to additional clients in order to increase revenue

Headquartered

- United States

Current Markets

- Clients consist of companies that generate or buy online leads as part of their business model. These clients typically fall within the online consumer finance industry throughout the US.

Real Estate

- As of May 2020, the company's operations are fully remote, with no office space leased or owned by the company.

Shareholder Objectives

- The company is owned by two active partners who serve as the CEO (65%) and COO (35%). Both the CEO and COO are open to a variety of deal structures.

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