

# Opportunity

## BN000037366 – E-Learning Company Focused on Arts & Entrepreneurship

Location: Northeast, US



The company is in a unique, profitable, and growing niche with a focus on interactive training designed to prepare clients for an entrepreneurial career in a desirable field that is both creative and financially rewarding. This company has a demonstrated and impressive record of adapting and growing its business. It has a unique and powerful marketing and sales formula that consistently delivers strong customer acquisition results at a reasonable cost. Acquiring this company represents an exceptional opportunity for a buyer willing to add capital to further leverage this success, or a buyer who is in a similar service-based industry that could benefit from applying the company's marketing and sales formula in another niche.

## Bids Invited

### Key Aspects

- From 2021 through the trailing twelve months (TTM) ending May 31, 2023, gross profit grew at a compound annual growth rate (CAGR) of 23.8%.
- From 2021 through 2022, gross profit margins have averaged 63.5%.
- The company has developed a unique marketing model that produces exceptionally high prospect conversion and has a proven history of continued growth.
- The company's impactful customer experience leads to consistently strong customer satisfaction ratings and reviews.
- The company successfully pivoted from an in-person customer acquisition model to a primarily virtual customer acquisition model since the COVID-19 pandemic. Both models are being used today.

### Key Indicators

Period Ending	Revenue Source	Revenue '000	Gross Profit '000	Adj. EBITDA '000
12/31/2021	Internal	\$4,693	\$2,835	\$4
12/31/2022	Internal	\$5,029	\$3,354	\$728
5/31/2023	TTM	\$5,557	\$3,836	\$903

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

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## Opportunities

- Utilize the company's unique and proven marketing model to multiply sales and profits in other service-based industries.
- Invest additional working capital to further leverage the company's established marketing channels.
- Capitalize on the digitally connected industry and the remote capabilities of the company to expand into international markets.
- Implement a strategic growth plan to leverage the company's business model for further expansion of existing and new service offerings.

## Headquartered

- Northeast, US

## Current Markets

- The company serves aspiring entrepreneurs anywhere within the United States who are looking to start a career within this creative industry. The company's virtual business model is well-positioned to expand into international markets.

## Real Estate

- The company operates from an 803 sq. ft. facility leased from an unrelated third party. The office is easily relocatable and is only utilized for part-time shipping and receiving work.

## Shareholder Objectives

- Three shareholders fully own the company and are all in agreement regarding the sale of the company. The two shareholders that are currently active in the business operations are flexible regarding a transitionary period to facilitate a smooth change to new ownership.

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