

# Business Sale Teaser Sample

## AN OPPORTUNITY IN WAND TECHNOLOGY

### RELATED TO THE STARS INDUSTRY

#### Company Overview

- Project Sparkles (“Sparkles”) is the largest provider of WAND solutions related to the STARS industry in the UK.
- Sparkles allows customers to use WAND solutions to achieve their goals quicker. The digital nature of the transaction also enables Sparkles’s customers and prospects to reduce the time spent and operational costs which contributes to significantly higher profitability.
- As at January 2013, only 40 out of a 300 strong customer market had implemented a WAND solution. Sparkles supports 30 of those customers representing a 75% market share. The Company also has signed contracts to support the top 3 market leaders over the next 5 years.
- Sparkles generates revenue by charging customers a percentage commission on each successful transaction. The commission typically ranges from circa 20% through to 30%.
- Revenue for the current year is expected to reach £7.3 million with EBITDA margins of approximately 25%. Given Sparkles’s position of market leadership both revenues and EBITDA margins are expected to increase significantly as more of the market choose to implement the WAND solution.
- Sparkles has built a highly scalable technology platform which is fully prepared for international expansion as well as high volume demands.

## Market Overview

- The Market Research Company believes that this market will reach £1.5 billion in 2014-15 from its current market size of £0.8 billion in the UK alone.
- Other countries have started expressing interest and the opportunity for overseas expansion is ripe for the taking. Companies such as Sparkles are well positioned to benefit.
- There is a significant opportunity for an acquirer to leverage the information generated by the WAND solution for other markets.

## Next Steps

- Following a number of unsolicited expressions of interest, Sparkles now seeks a strategic investor who has the sales and marketing resources to extend Sparkles's #1 market position in the UK and accelerate the international roll-out of the technology and brand. Business Wand LLP has been appointed to explore strategic options for the Company ranging from seeking external capital to develop the Company through to a sale of the Company.

*Business Broker contact details*

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The **“Calculate Your Walkaway Price Pack”** is a step-by-step workbook that will enable you to calculate your minimum cash reward for selling your business. The workbook will help you with costings, valuation options and instructions on how to agree on the minimum pay-out required.



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### 'The Sale Journey' Individual Offerings

#### CREATING THE DATA ROOM PACK

The **“Creating The Data Room Pack”** is for you if you want to make your life easier. To avoid running your company *and* frantically preparing all the data necessary for the buyers due diligence requests, be proactive and prepare get your data room set up now! Included is core information and file structure.

#### PREPARING FOR DUE DILIGENCE CHECKLIST PACK

The **“Preparing For Due Diligence Checklist Pack”** comes after you set up your data room and provides you with the core documents, questions, requirements that will be requested. Be proactive and get this out of the way now rather than later.

#### DUE DILIGENCE QUESTIONS CHECKLIST PACK 1

The **“Due Diligence Questions Pack 1”** is similar to doing a practice run before an exam. The 250 questions will help you to be prepared for the requests that will be made by potential buyers during due diligence. Free up time to allow you and your business sale team to focus on the negotiations and keeping the business value up.

#### DUE DILIGENCE QUESTIONS CHECKLIST PACK 2

The **“Due Diligence Questions Pack 2”** offers 250 *more* questions that might be asked during the due diligence stage. If you want to cross every 't' and dot every 'i' this offering will help you do so! Proactively use your time now wisely - the more you prepare now the easier the process will flow.

#### THE SELLER'S COMPLETION DAY CHECKLIST PACK

**“The Seller's Completion Day Checklist Pack”** will help you to prepare yourself mentally and physically for Completion Day. If you want to reduce your stress levels, remove unknowns, prepare a negotiation strategy, and increase your chances for a successful completion get this pack now.

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