

EX-801

FOUNDED 2017

The Company offers a unique centered approach to specialized vertical solutions and best utilization of Salesforce-based technology to address the needs of both nonprofit and public clients.

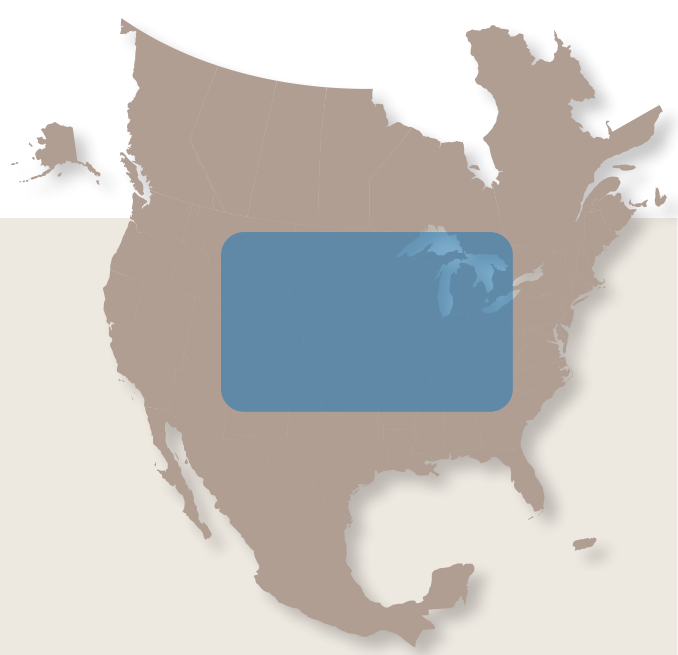
Experts in Salesforce technologies, the Company brings value in subject matter expertise and the ability to apply world-class technology to help organizations overcome historical challenges. The Company boasts formalized partnerships with Salesforce, Salesforce.org, Tableau, Mulesoft, Nintex, FormAssembly, Formstack, and Soapbox. Their team demonstrates Salesforce technical expertise within the following platforms:

- Salesforce Platform
- Sales Cloud
- Service Cloud
- Experience Cloud
- Marketing Cloud
- Health Cloud
- Nonprofit Cloud
- Field Service Lightning
- Tableau & Tableau CRM
- Heroku

COMPANY OBJECTIVE



Company Sale



HEADQUARTERS

Midwest, U.S.



OF EMPLOYEES

48

Management	02	
Sales & Marketing	09	
Administrative	01	
Accounting & Finance	01	
Professional Services	10	
Software Development	17	
Managed Services	06	



PRODUCTS AND SERVICES

IT Consulting & Services

- Implementation & Support
- Data Analytics
- Customized Consulting
- Full Suite Program Management

Salesforce Solutions

- Cloud & Case Management
- Tableau
- Marketing Automation
- Customized CRM Solutions

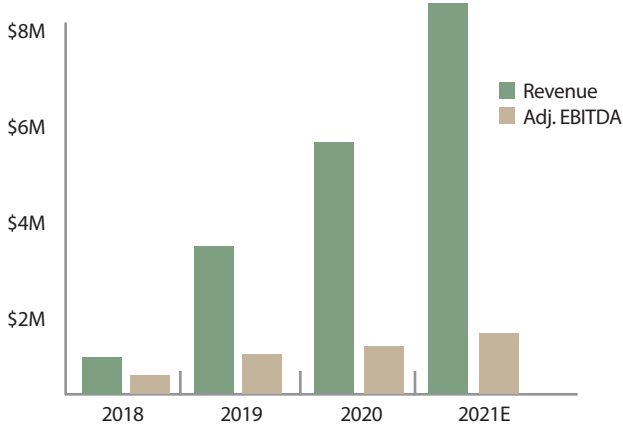
Managed Services

- Salesforce Org Management
- Ongoing Configuration & Development
- Reporting & Analytics
- Tracking



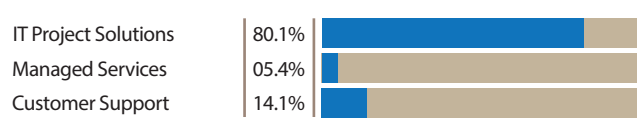
FINANCIALS

2018-2021E



Description (\$M)	2018	2019	2020	2021E
Revenue	\$1.32	\$3.63	\$5.67	\$8.32
Gross Profit	\$0.690	\$1.58	\$2.90	\$4.56
SG&A	\$0.545	\$1.078	\$1.71	\$3.09
Adj. EBITDA	\$0.545	\$1.087	\$1.22	\$1.63

REVENUE MIX (% OF REVENUE)



RECURRING REVENUE %



INVESTMENT CONSIDERATIONS

- Technical Specialization & Vertical Expertise:** The Company is a growth oriented consulting firm with specialization in Salesforce and a vertical focus in Human Services. The team has subject matter expertise that is leveraged by clients and Salesforce for best utilization of platform technology. While ensuring customer success metrics at the highest level as measured by Salesforce, the Company continues to grow and place priority on investing in human capital.
- People Focused:** The firm's mission driven culture centered on customer satisfaction and vertical innovation is evidenced by products developed to augment Salesforce cloud solutions related to Human Services. The Company's specialized products and expertise have positioned them as a trusted thought leader within the Salesforce community.
- Sophisticated Sales & Marketing:** The Company's credentials and experience within the Salesforce channel continues to increase weekly opportunities in addition to overall sales and marketing efforts. The Company's sales and marketing teams are focused on lead generation as well as Salesforce relationships.
- Strength in Numbers:** The Company has 128 current clients. Over the course of four years, the firm has worked on and/or completed 239 projects with more than 34% entering into support agreements.
- Competitive Financials & Market Opportunity** The Company boasts competitive and sustainable gross and net profit margins: gross profit margin of 60%, net profit margin of 26%. Per the Urban Institute Nonprofit Sector in Brief Report of 2019, over 335,000 Human Services organizations filed 990's. Further analysis showed there were over 77,000 with budgets over \$1M or greater, and 29,000 with budgets over \$5M or more.

HIGHLIGHTED CHANNEL PARTNERS

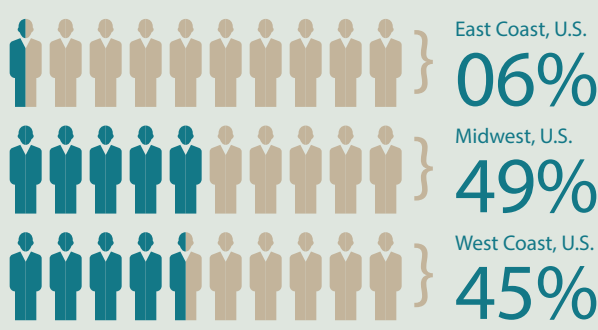


TOP END USER VERTICALS



OF CUSTOMERS/RETENTION/LOCATION

128 / 75%



CUSTOMERS BY REVENUE

TOP 10

Company	Percentage
Company #1	16.6%
Company #2	7.2%
Company #3	4.9%
Company #4	4.5%
Company #5	3.7%
Company #6	3.3%
Company #7	3.0%
Company #8	2.9%
Company #9	2.7%
Company #10	2.4%

Total
51.2%

NEXT STEPS

To learn more about company EX-801 please execute NDA and send to Madeline Bleiweiss. Our team will follow up with a mutually executed NDA and provide an introduction to the company's CEO.

[Start NDA Now](#)

[Madeline Bleiweiss](#)

[Asset Listing](#)



IT Exchange Net
a martin wolf company