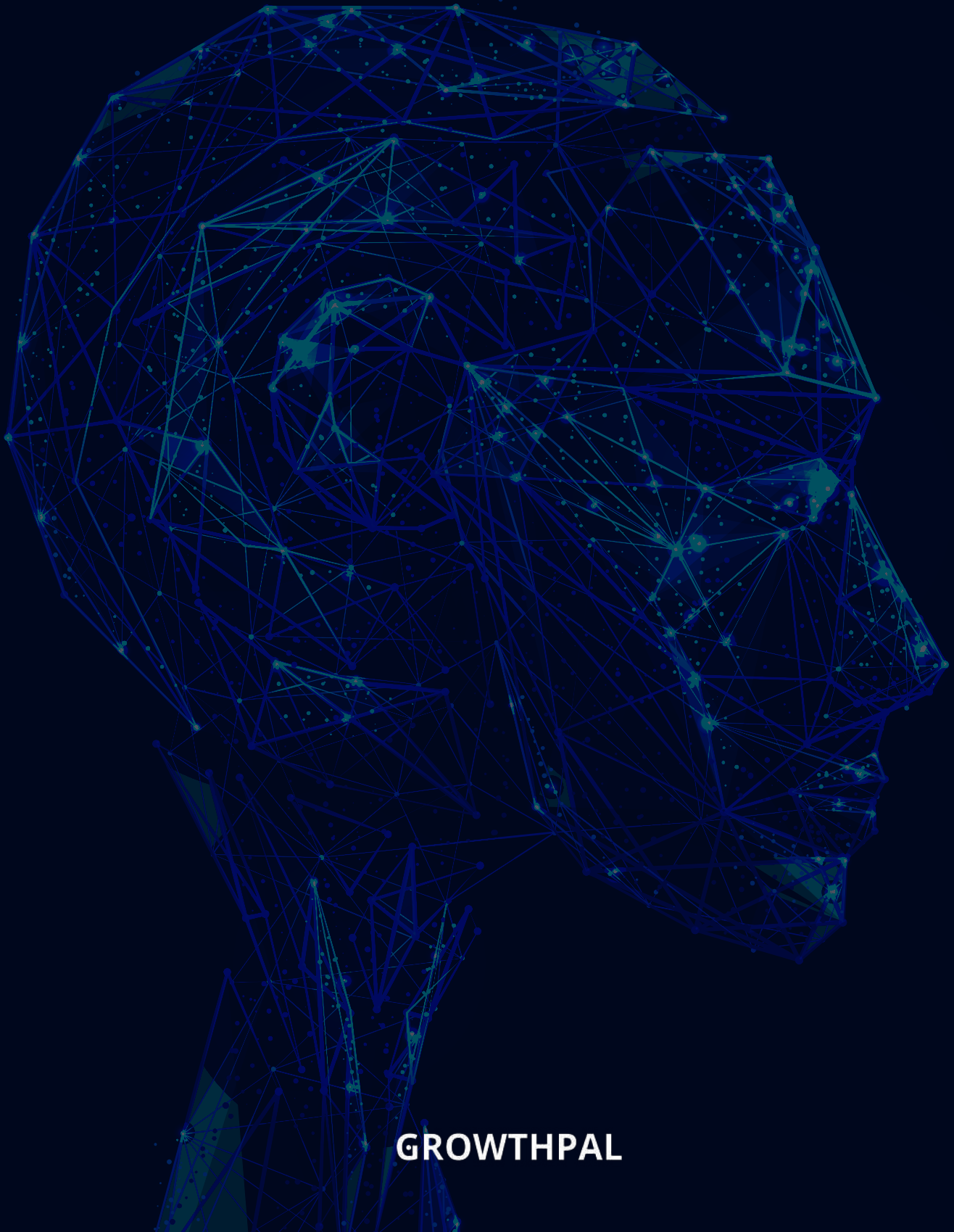


Blind Profiles



GROWTHPAL

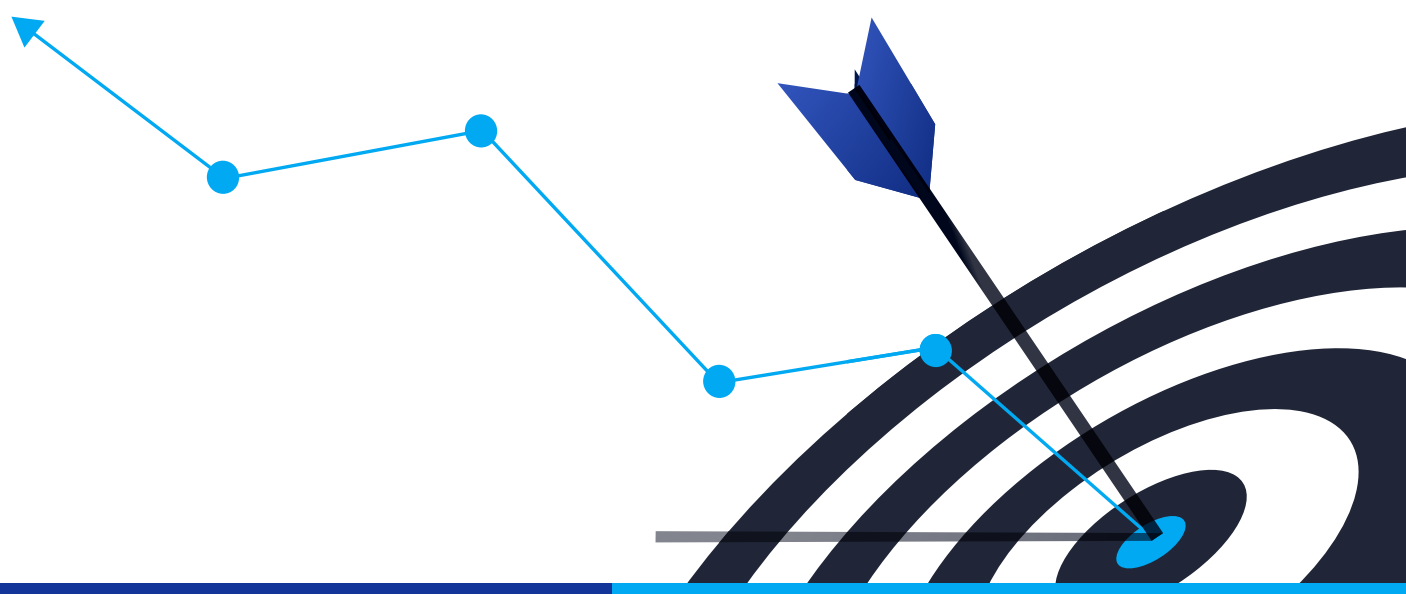
Sample Blind Profiles

Objectives :

Sample blind profiles (qualified target recommendations) included in this document are specific target recommendations that GrowthPal team presented to its existing customers against their actual buy-side mandate requirements. This document is intended to highlight the extensive details on 'targets' that our customers receive against their mandates

M&A Pipeline – The GrowthPal Way! :

Once we receive a buy-side mandate, GrowthPal team leverages technology and a team of analysts to deliver a qualified list of acquisition/strategic partnership targets with extensive details (as highlighted in this document) for your review & approval. We make the buy-side and sell-side introductions only post your approval.



Contents:

| | |
|------------------------------------------------------------|---|
| IT Services – CX Company | 3 |
| IT SaaS – Customer Data Platform SaaS for Marketers | 4 |
| FinTech – P2P Company | 5 |
| D2C – Home Care Company | 6 |
| Marketing – Digital Marketing and Communications Agency | 7 |
| Need custom profiles for your requirements? | 8 |

IT Services – CX Company

Profile Id

#462

Industry

IT Services

Sector Speciality

SaaS, Cloud

Founded

2007

Team Size

45+

Revenue (CY 22E)

USD 25Mn

Location

California, USA

Funding

Venture Capital

Company Overview :

- A cloud solution provider with specialization in wide range of customer contact, CRM and ERP platforms for variety of industries
- The service offerings include customer contact with expertise in automation and technology solutions wrapped on top of Amazon
- Connect platform. They are Amazon Advanced Consulting Partner, and applying for Premiere Partnership in 2022

Team Overview :

- The Managing Partner has 30+ years of experience in the technology industry and is the founder of a venture capital firm. He has also worked with other big firms like Presidio, Service Now, and Dimension data
- The team consists of 50 people including 10 Amazon Connect Pros & rest as delivery managers









Financial Highlights :

- The company has recorded a revenue of **\$11M (CY 21)**, **\$3M (CY 20)** and **\$1M (CY 19)** and are projecting a revenue of **~\$25M (CY 22)**
- The company's professional services vertical has resulted in a strong EBITDA margin of **~35%**

Investment Highlights :

- **Product** : The platform offers seamless integrations across multiple communication platforms and wrapping automation around workflows to eliminate time consuming tasks with experts that give rapid results. It provides a single point of contact for support, guidance and rapid Cloud evolution
- **Customers** : Their biggest customers are retail brands like Orbit, public sectors, healthcare & life science companies, education institutions, financial services institutions & BPO companies
- **Pipeline** : They have exclusive rights for Amazon Connect in California, which is boosting their pipeline for 2022
- **Integrations** : Have ready integrations with AWS, Oracle, Salesforce, Genesys, Google Dialogflow and Microsoft

IT SaaS – Customer Data Platform SaaS for Marketers

| | | | |
|------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
|  Profile Id #64 |  Industry Computer Software |  Revenue (CV 22E) USD 2.4Mn |  Founded 2019 |
|  Team Size 134 |  Genre Speciality Computer Data Platform, Marketing Automation & AI |  Location Austin, TX |  Business Model B2B |

Company Overview :

- Austin based & India-based Customer Data Platform for marketers that helps build customer identities by sourcing data from customer interactions and transactions through CRM, ERP systems, Websites & Apps, among others. The company uses Machine Learning to create customer identities and has created one of the largest customer data platforms
- The company primarily serves 4 end markets which include BFSI, Manufacturing, Retail & Media. They currently have 100+ clients
- **Geographies Served** : The company has a foothold in the Indian and United States market. The company is in the process of growing its business in the United States after having focused on the Indian market till 2021

Team Overview :

- The company has over 100 employees, majority of which are based in India. Over 50% of the team is focused on Engineering, Product & Analytics

Financial Highlights:

- **Revenue** : The company has achieved a \$2mn ARR
- **Stage of the Company** : The company has raised an undisclosed amount through 3 rounds of funding and is currently in the process of raising Pre-Series
- **Interests** : The team is currently open to exploring strategic investment opportunities

Fintech – P2P Company

| | | | |
|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
|  Profile Id #134 |  Industry FinTech |  Location Texas, US |  Founded 2013 |
|  Team Size 110 |  Revenue (FY 22) USD 15–20Mn |  Sector Speciality Procure-to-pay (PCP) |  Funding USD 60Mn |

Company Overview :

- Texas-based Procure-to-Pay company providing solutions around Purchase Order Automation, AP Automation, Request-for-Quote Management and Supplier Performance Analytics to Enterprise and Mid-market companies









Team Overview :

- 110-member team based out of the US, with have an additional team of 40 off-shore contracted developers

Investment Highlights :

- **Product** : The PO Automation solution enables organisations to onboard their supplier onto the platform and receive real-time PO updates from their suppliers and vendors. The AP Automation module is a true Invoice-to-Pay solution that reconciles invoices with real-time PO and ERP receipt data and automatically creates vouchers in the ERP system for payment. They offer ERP integrations with all of the major Enterprise and Mid-market ERPs such as Oracle, SAP, Microsoft, Infor, Epicor and Sage
- **Traction** : The bulk of their customers are from the Industrial Manufacturing, D2C Retail, and eCommerce industries (primarily companies distributing or manufacturing a physical product). They have over 250 customers who use the platform and add ~15–20 new customers per quarter. The majority of the customer base consists of mid-market companies, with 6–10 customers with revenues above \$3 billion (Dell, Caterpillar, Hitachi). The vast majority of their customers are American entities with offices globally; a handful are based in Canada, the United Kingdom, France, Italy, Dubai, China, and so on
- **Revenue** : As of today, the revenue is in the \$10–20 Mn range. They grew ~60% last FY and are projected to maintain similar growth of 60% this FY
- **Funding** : To date, they have raised \$57.7 Mn, with the last round (Series C) of \$31.5M coming in Feb 2022. The most recent round was raised at a valuation of 19X of revenues
- **Interests** : Open to discuss Acquisition opportunities. Though they are not actively looking at such opportunities

D2C – Home Care Company

| | | | |
|---------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|
|  Profile Id #691 |  Revenue (FY 22E) INR 11.5Cr |  Sector Speciality Home Care |  Founded 1991 |
|  Amazon Rating 4/5 |  Industry Consumer Goods (D2C) |  Location Mumbai, India |  Funding Bootstrapped |

Company Overview :

- Western India-based homeware company offering wide range of Homeware Products. Company focuses on bringing herbal and natural products in the Homeware category.
- Company brings in diverse categories of natural products such as Herbal Cleaners, Herbal Hygiene, Herbal Cleaners, and Herbal Insect Repellants. Company has natural products which are Biodegradable, non-toxic and safe to use.









Team Overview :

- Team consists of 40 members, of which 32 are Blue Collar Workers and 8 are in management. Team is led by Management Graduate with 10+ years of experience in Consumer Goods Industry.

Investment Highlights :

- The company has equal presence in both online and offline markets. Among the online channel, 75% of the revenue comes from Amazon and 25% from Flipkart. In the offline channel, supplying to wide network of 4000 stores.
- Company has been growing consistently over the years, with revenue for FY22 increasing to 11.5 Cr. from 5-6 Cr. in FY 20.
- The company's has an EBITDA margin of around 12% and a Gross Margin of 45%.
- Company is operating with a positive cashflow and a Net Profit of 8-10 %.
- Company will be expanding its own Manufacturing Unit, growing at a CAGR of 30-40%.
- Company is looking to raise fund/investment of about 10 Cr. for a 10% dilution.

Marketing – Digital Marketing & Communications Agency

| | | | |
|-------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
|  Profile Id #267 |  Industry Digital Marketing |  Sector Speciality Home Care |  Founded 2013 |
|  Team Size 150 |  Revenue (CY 22E) USD 23M |  Headquarters New York |  IBITDA 12-14% |

Team Overview :

- The founder has an average experience of 15+ years in the field
- The team currently has 150 employees out of which 60 are based in US and the rest in Europe across UK & the Netherlands
- The team has expertise in Digital Marketing, Performance Marketing, Paid Ads, Website Design/Development, PR, SMM, SEO, SEM, Email Marketing, Consulting, Branding, Crisis Communications

Investment Highlights :

- The average client ticket size for US is about 17K/month and for UK is about 10-12K/month
- They manage ad spends ranging from 10K to 100K for their clients
- Majority of their clients are Tech companies, ranging from Series B/C funded companies to global brands such as McKinsey, Aeon, among others
- They currently have 155 active clients, and most of their leads are inbound
- They are a profitable business, and have recently acquired another Digital Marketing agency, including which their revenue would total approximately USD 40M
- They are open to all investment opportunities

GrowthPal – Proven Credentials:



Wide Coverage

Wide coverage of RICH intelligence collated from 60+ data sources

Curated

RIGHT needle for each mandate from 2 Mn+ companies

Ready

Curated & Qualified by Analysts as 'Ready to Transact'

With GrowthPal, we have managed to reduce our sourcing time to just weeks
M&A Head, Fintech, India

Their approach is much faster than traditional advisors
Cofounder & CEO, IT services

Having GrowthPal has allowed us to build a healthy M&A pipeline
Corp Dev Head, IT SaaS



About GrowthPal:

GrowthPal's unique platform improves M&A deal velocity by 3x. Its clients start getting an M&A pipeline of accurate and investment-ready options within 6 weeks of placing specific buy side mandated. Enabled by proprietary recommendation algorithm and working on multi-source data of more than 2 million startups globally, GrowthPal strives to disrupt the space of investment banking. For more information, please visit <https://www.growthpal.com/>.

Let's discuss

Contact Info

 hello@growthpal.com

 www.growthpal.com

