



# PROJECT CYCLONE

(Salesforce Silver Consulting Partner)

OVERVIEW

teQUITY

# CYCLONE SNAPSHOT

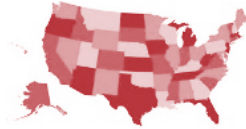
Founded in 2007, Project Cyclone provides industry specific Salesforce.com strategic consulting, implementation, development, optimization, integration and support services across major Salesforce cloud products.

## Founders

Privately Owned | 2 Shareholders  
50-50 Split

## Geographic Focus

United States



Located in Midwest United States

## Financial Snapshot

**\$4.3 M** Revenue FY'17 A

**\$4.9 M** Revenue FY'18 F

**43%** Revenue Growth  
FY2017 vs FY2016

**14%** Revenue Growth  
FY2018 F vs FY2017

## Employees

**2** Management

**3** Sales

**21** Delivery

**5** Support/Admin

**1** Onshore Contractors

23 Full Time, 8 Part-Time, 1 Contractor

## Salesforce Partnership



silver consulting partner

Silver Consulting Partner



Expertise/Certifications across major Salesforce Products

**9.4/10** Customer Satisfaction

**54** Salesforce Certifications

**20** Certified Resources

## Industry Experience



Financial Services



Healthcare



Manufacturing



Non-Profit

## Customers\*

**2500+** Completed Engagements

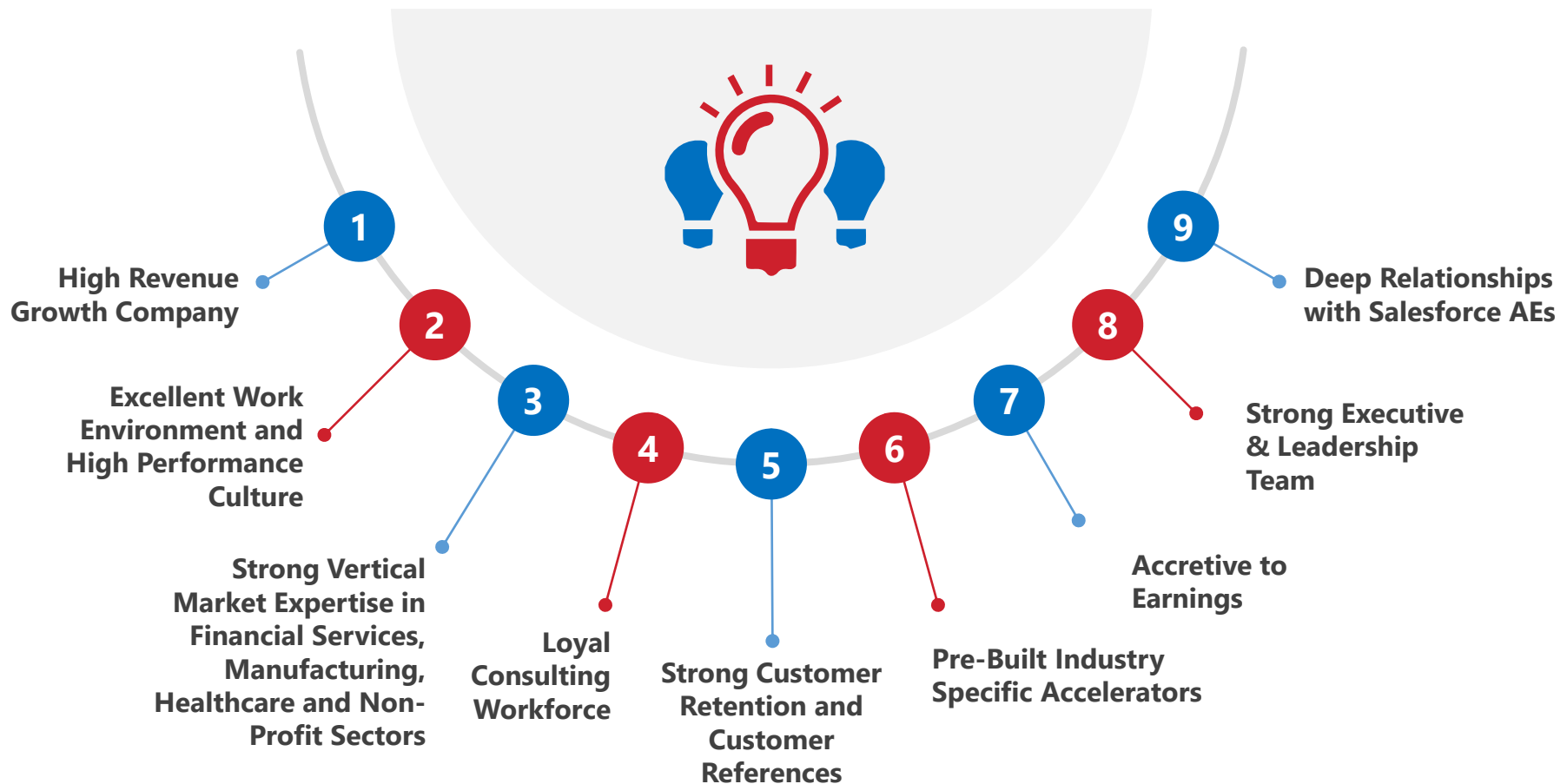
**900+** Clients

**200+** Client Reference Letters

**No** Customer Concentration

\*Since Inception

# ACQUISITION OPPORTUNITY



# SHAREHOLDER OBJECTIVES

With the right Strategic Buyer, they could be several times their current size

The Shareholders desire to stay with the company post transaction



The Shareholders work Full Time in the Company

They are exploring all options to accelerate the growth of their Company

Monetize their Equity

# EXPERTISE & SERVICE OFFERINGS



**Sales Cloud**



**Service Cloud**



**Pardot**



**Financial Services  
Cloud**



**Community  
Cloud**



**Platform  
Development**



**Integration**



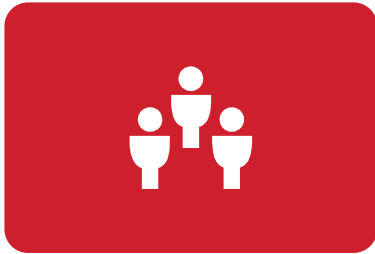
**Lightning Migration**

Deep expertise across major  
Salesforce Cloud Offerings

Continually upgrading skills  
to remain a top-tier  
consulting partner

Trusted partner in the SFDC  
Ecosystem

# TEAM



## TEAM

- › Total Billable Resources – 24 (including co-founders and contractor)
- › In addition to 3 sales reps, co-founders dedicate their time on sales activities
- › All of our admin and support resources are part-time
- › 3 of our delivery resources are part-time resources
- › Average Margin per Billable Employee – 61%



## POSITIVE ENVIRONMENT

- › Fun, family atmosphere
- › Low turnover



## Constant Improvement

- › Constant learning environment
- › Sharing of knowledge and teamwork approach to complex challenges

# CLIENTS



## Overview

- › **No Customer Concentration**
- › **All clients are located in the United States**
- › **Excellent customer relationships and an impressive customer satisfaction rating of 9.4/10**
- › **Target: Financial Services, Manufacturing, Healthcare and Non-Profit**
- › **Win rate – 83.5%**
- › **Strong case studies and references**



## Statistics

- › **Revenue (Q1'2018): 50% from FinServ, 13% from Manufacturing, 8% Non-Profit, 7% Healthcare and 22% others**
- › **FinServ: Wealth Management and Insurance are primary sectors**
- › **Revenue (Q1'2018)- 88% from SMB and 12% from Commercial Clients**
- › **65-70% Repeat Revenue from Existing Clients**

# FINANCIAL HIGHLIGHTS

\$ US	2015	2016	2017	2018P	2019P
<b>Total Revenue</b>	\$2.32m	\$3.03m	\$4.34m	\$4.9m	\$6.4m
<b>Gross Margin</b>	\$903k	\$1.01m	\$1.17m	\$1.62m	\$2.1m
<b>EBITDA</b>	\$ 36k	\$112k	\$203k	\$300k	\$680k



## OF NOTE

- › Profitable & growing year after year
- › Revenue growth of 43% FY2017 vs FY2016
- › No long term debt
- › Strong Sales Pipeline of \$3.5m



# CYCLONE WILL BE OF INTEREST TO



- ➔ *Platinum Salesforce partners seeking to acquire experienced talent in the Midwest United States*
- ➔ *Global System Integrators wishing to expand their footprint in the Midwest United States*
- ➔ *Microsoft/IBM/SAP/Oracle partners wishing to add Salesforce capabilities*
- ➔ *International Salesforce partners wishing to enter into the United States market*
- ➔ *Private Equity Groups with a focus on active investments in Software Consulting firms*

# INTERESTED?

## CYCLONE & TEQUITY

Cyclone has retained Tequity to explore its options and evaluate interested acquirers. A substantial amount of detailed information to assist in your analysis has been accumulated in our Virtual Data Room. Qualified prospective acquirers will be required to sign a Non-Disclosure Agreement and provide information that illustrates their credibility in being able to complete a transaction.

Should you have an interest in exploring this opportunity, we welcome the chance to speak with you. Replies will be kept in the strictest confidence.

For more information please contact:

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