



PROJECT CYCLONE

(Salesforce Gold Consulting Partner)

OVERVIEW

teQUITY

CYCLONE SNAPSHOT

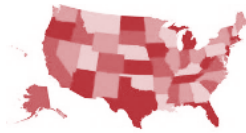
Founded in 2007, Project Cyclone provides industry specific Salesforce.com strategic consulting, implementation, development, optimization, integration and support services across major Salesforce cloud products.

Founders

Privately Owned | 2 Shareholders
50-50 Split

Geographic Focus

United States



Located in Midwest United States

Financial Snapshot

\$4.47 M Revenue FY'18 A

\$289 K EBITDA FY'18 A

\$5.6 M Revenue FY'19 E

\$830 K EBITDA FY'19 E

Employees

2 Management

2 Sales

20 Delivery

4 Support/Admin

1 Onshore Contractors

23 Full Time, 5 Part-Time, 1 Contractor

Salesforce Partnership



Gold Consulting Partner



Expertise/Certifications across major Salesforce Products

9.9/10 Customer Satisfaction

78 Salesforce Certifications

22 Certified Resources

Industry Experience



Financial Services



Healthcare



Manufacturing



Non-Profit

Customers*

2500+ Completed Engagements

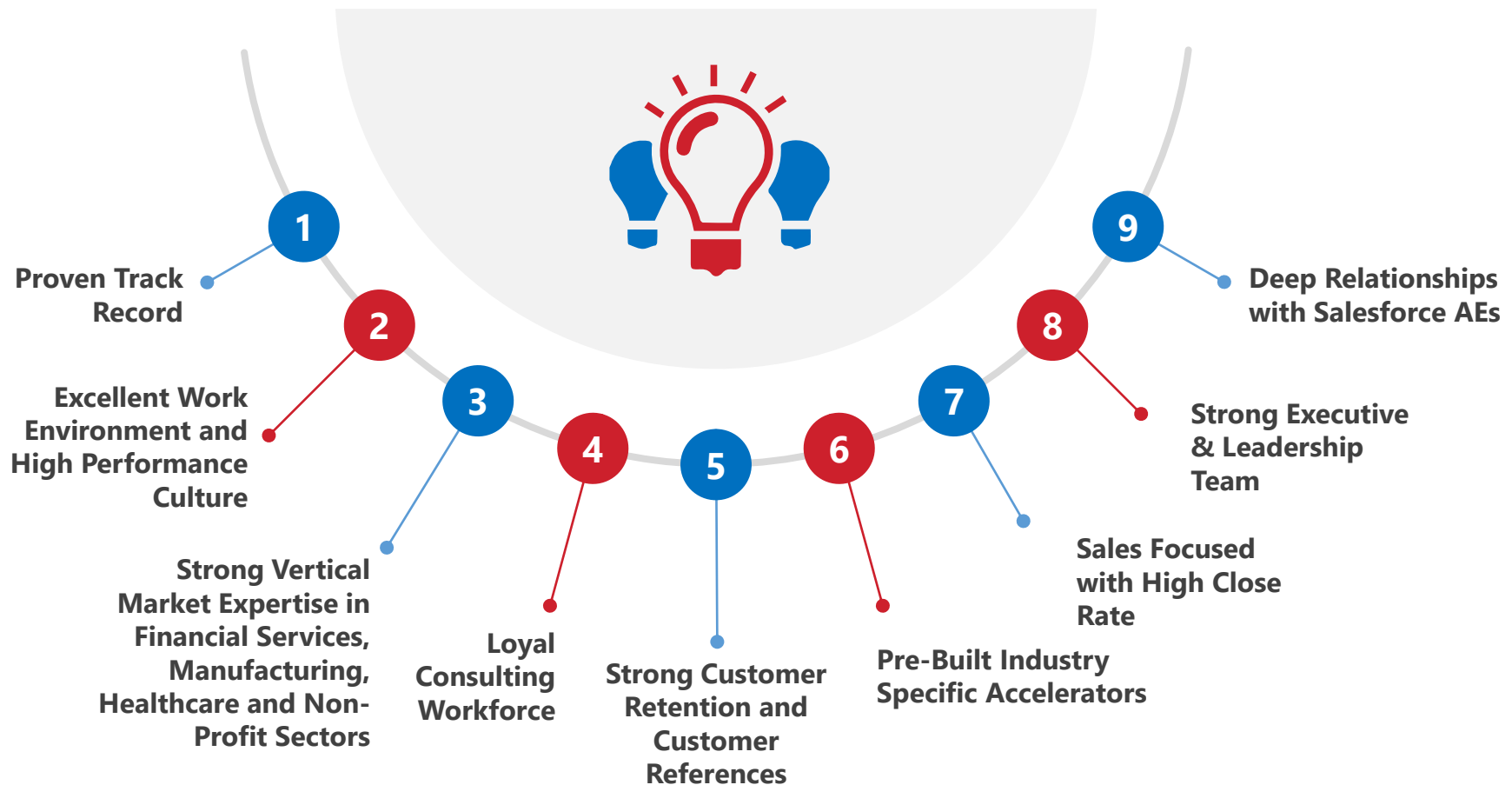
900+ Clients

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



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 – 23 (including co-founders and contractor)
- › In addition to 2 sales reps, co-founders dedicate their time on sales activities
- › All of our admin and support resources are part-time
- › 1 delivery resource is a part-time
- › Average Margin per Billable Employee – 62%



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 9.9/10**
- › **Target: Financial Services, Manufacturing, Healthcare and Non-Profit**
- › **Win rate – 80%**
- › **Strong case studies and references**



Statistics

- › **Revenue: 47% from FinServ, 16% Non-Profit, 11% Manufacturing, 6% Healthcare and 20% others**
- › **FinServ: Wealth Management and Insurance are primary sectors**
- › **Revenue - 91% from SMB and 9% from Commercial Clients**
- › **40-45% Repeat Revenue from Existing Clients**

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:

Anish Singla, Director
asingla@tequityinc.com
416.483.9400 x109

TEQUITY

THANK YOU



ADDRESS : 15 Allstate
Pkwy, Markham ON



PHONE : 416.483.9400



CONTACT :
asingla@tequityinc.com



WEB :
www.tequityinc.com