



# PROJECT WHISTLER

(A Leading Provider of Efficient Online  
Forms Design, Build & Capture)

OVERVIEW

teQUITY

# WHISTLER SNAPSHOT

Founded in 2008 and located in Southern Eastern Europe, Project Whistler is an online form builder that helps individuals, small businesses and enterprises to create a variety of web forms and surveys without coding, and to easily collect data and optimize internal workflows. The solution covers all user touch points, from contact forms through to complex surveys, appointments and payments, delivering valuable data to existing applications.



Clients in  
185 Countries



10 Years  
on the Market

**\$5.2 M**

Revenue in 2018

**\$ 4 M**

Revenue in 2017



**99%**

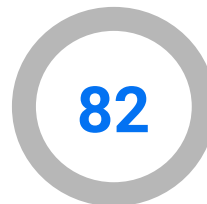
Recurring Revenue



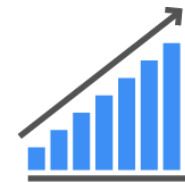
2009 First customer  
buys a subscription



Over 100M  
Form  
submissions



82  
cost-effective  
employees with deep  
technical skills



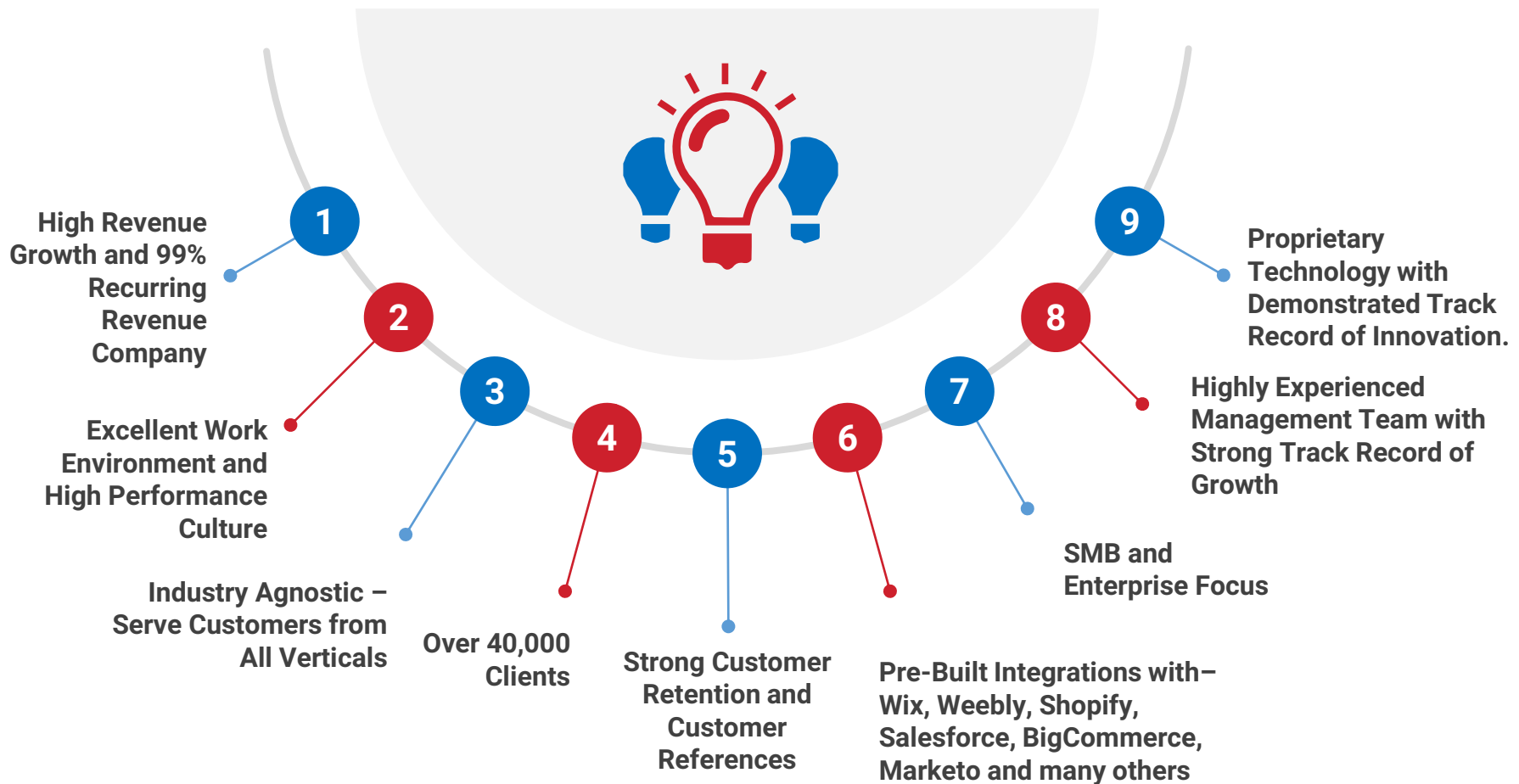
2008 - 2018  
40K Clients



**\$80**

Average Basket  
Value

# ACQUISITION OPPORTUNITY



# SHAREHOLDER OBJECTIVES

With the right strategic buyer, they could be several times their current size

The management team desires to stay with the company post transaction



The Shareholders (excluding investors) work Full Time in the Company

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

Monetize their Equity

# EXPERTISE & SERVICE OFFERINGS

## 1. Online Form Building Product

- Highly Versatile Data Collection
- Create Simple/Complex Dynamic Forms – NO CODE
- Registrations, Surveys and Quizzes
- Seamless Accessibility, Pre-Fill and Offline Capture
- 3rd Party Integrations & Payment Providers – Out of the Box
- Secure & Compliant
- 600+ Templates and more...
- We have form-building apps in the following marketplaces –
  - Wix
  - Weebly
  - Shopify
  - Salesforce, and others
- Offline Forms
- Digitization of Paper Forms

## 2. Online Workflow Product

- Workflow Product is a completely new workflow builder product that allows organizations to digitize & automate granular business processes. It's an evolution of the online form builder.
- Gaining traction with a number of Enterprise accounts
- The software enables organizations to:
  - Design automated, human-centric workflows to replace manual procedures
  - Run workflows in a central end-user interface
  - Provide data visibility and establish management control over processes
  - Continually optimize and improve processes
- Key Benefits
  - Increased Efficiency and Productivity
  - Improved Process Control
  - Focus on Business Needs
  - Business Process Improvement
  - Ease of Use and Simplicity
  - Lowered Costs

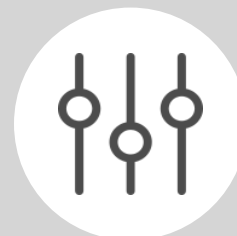
# END-TO-END SUITE OF PRODUCT MODULES



Drag & drop  
form builder



Usable on  
any device



Profiling  
& Permissions



Conditional  
Logic



Notifications



Payment Integration



Security



3rd Party Apps

# ADVANTAGES

WHISTLER help clients **OPTIMIZE THEIR BUSINESS PROCESSES** so that they can...



Reduce  
**Costs**



Boost  
**Operational  
Efficiency &  
Productivity**

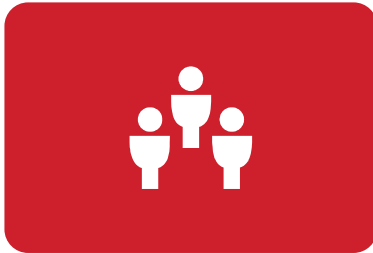


Enhance  
**Customer  
Experience**



Go **GREEN**  
by going  
**Paperless**

# TEAM



## TEAM

- › 82 employees
- › Allocation -
  - › Management – 5
  - › Team Leaders – 11
  - › Operational – 3
  - › Development – 29
  - › Design – 4
  - › Support – 12
  - › Marketing – 5
  - › Sales – 9
  - › Enterprise Accounts – 2



## POSITIVE ENVIRONMENT

- › Fun, family atmosphere
- › Low turnover



## Constant Improvement

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



# CLIENTS



## Overview

- › **Over 41,000 Customers**
- › **No Customer Concentration**
- › **50% in US, 7% in UK, others are spread all over the world, with the majority in English speaking countries**
- › **Industry Agnostic – serve customers from all verticals**
- › **TTM ending Dec'18 – Net Paid Subscribers Growth Rate of 12%**
- › **Strong case studies and references**



## Statistics

- › **SMB Accounts**
  - › **\$4.7M Revenue in 2018**
  - › **29% YOY 2018 Growth Rate**
  - › **96% Monthly Renewal Rate**
- › **Enterprise Accounts**
  - › **\$463K Revenue in 2018**
  - › **60 Large Accounts and Industry Leaders**
  - › **98% Renewal Rate**
  - › **77% YOY 2018P Growth Rate**

# CLIENTS

## Project Whistler

is trusted by over **170** Fortune 500 companies

is trusted by **2500** Consultancy & Education customers worldwide


is trusted by **3000** Financial Service customers worldwide

is trusted by over **9000** Non-Profit Organizations worldwide

is trusted by **8900** Consumer Goods & Retail customers worldwide

# FINANCIAL HIGHLIGHTS

\$ US	2015	2016	2017	2018	2019P
<b>Total Revenue</b>	\$1.45m	\$2.58m	\$3.99m	\$5.2m	\$6.8m
<b>Gross Margin</b>	90.0%	85.0%	83.4%	82.4%	85.9%
<b>EBITDA</b>	857	(234K)	19K	297K	987K



**OF NOTE**

- > Strong Revenue Growth YOY
  - > Revenue growth in FY2018 – 31%
  - > Projected Revenue Growth 2019 – 31%
- > 99% Recurring Revenue
- > No debt

# INTERESTED?

## WHISTLER & TEQUITY

WHISTLER 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.

For more information please contact:

Anish Singla, Director  
[asingla@tequityinc.com](mailto:asingla@tequityinc.com)  
416.483.9400 x109

TEQUITY

THANK YOU



ADDRESS : 15 Allstate  
Pkwy, Markham ON



PHONE : 416.483.9400



CONTACT :  
[asingla@tequityinc.com](mailto:asingla@tequityinc.com)



WEB :  
[www.tequityinc.com](http://www.tequityinc.com)