



# PROJECT JETFUEL

(Salesforce Silver Consulting Partner)

OVERVIEW

teQUITY

# JETFUEL SNAPSHOT

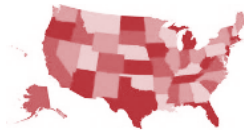
Founded in 2013, Project JetFuel provides a high standard of Salesforce.com strategic architecture and implementation across Sales, Service, Marketing, Pardot, FSL, CPQ, Lightning, Einstein, Community and Platform.

## Founders

Privately Owned | 2 Shareholders  
50-50 Split

## Geographic Focus

United States



Location = Major North East Metro

## Financial Snapshot

**\$1.18 M** Revenue FY'18 A

**\$1.5 M** Revenue FY'19 F

**\$427 K** Net Income

**30 %** Net Income F

**\$2.4 M** Revenue FY'20 F

## Employees

**2** Management

**1** Senior Sales

**15** Delivery

6 Employees, 9 FT Contractors

## Salesforce Partnership



Silver Consulting Partner



Expertise/Certifications across major Salesforce Products

**9.59/10** Customer Satisfaction

**38** Salesforce Certifications

**3** Application Architects

## Industry Experience



Retail



Media



B2B Services



Technology

## Customers\*

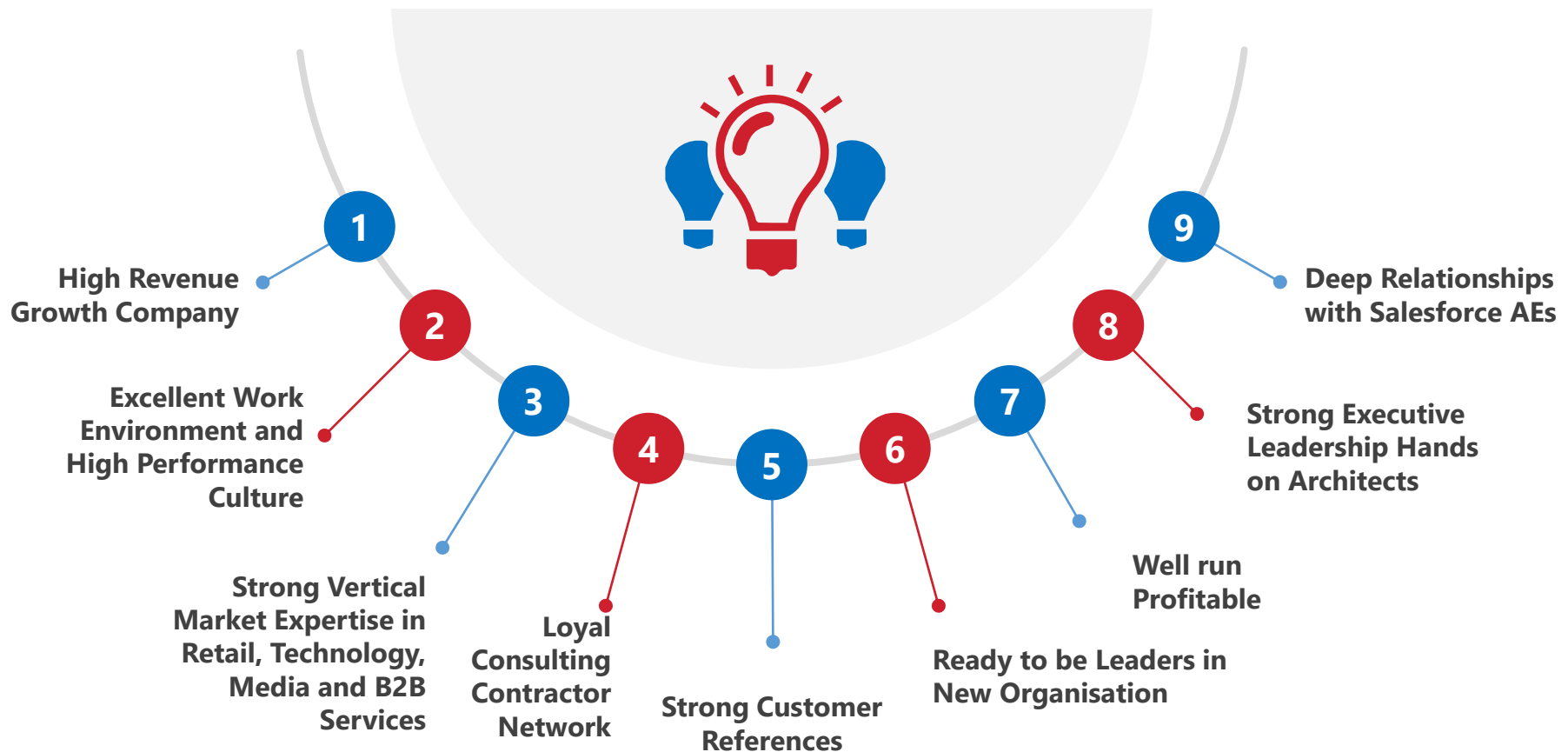
**200+** Completed Engagements

**75+** Clients

**7M+** APIs Called

**No** Customer Concentration

# 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 and Grow faster in Salesforce Ecosystem

# EXPERTISE & SERVICE OFFERINGS



**Sales Cloud**



**Service Cloud**



**Pardot &  
Marketing  
Cloud**



**FSL & CPQ**



**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 – 16 (including co-founders and contractors)
- › In addition to sales lead, co-founders dedicate their time on sales activities
- › Proven ability to sell to enterprise customers
- › All of our consulting delivery resources are full-time
- › All of our developer delivery resources are long-term subcontractor relationships



## POSITIVE ENVIRONMENT

- › Fun, family atmosphere
- › Proven ability to develop Salesforce talent



## 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 9.59/10**
- › **Target: Retail, Media, B2B Services, and Technology**
- › **Win rate extremely high due to Technology strength**
- › **Strong case studies and references**
- › **Proven Retainer-based engagement model in addition to typical Project-based engagements**



## Statistics

- › **Revenue from Retail is 10%, Media is 14%, B2B Services is 14%, Technology is 34%**
- › **SaaS & B2B Services are primary sectors**
- › **Revenue is SMB and Commercial Clients**
- › **69% Repeat Revenue from Existing Clients**
- › **Number of NE AE's regularly in contact with is ~40**

# FINANCIAL HIGHLIGHTS

\$ US	2017	2018	2019P	2020P
<b>Total Revenue</b>	\$975k	\$1.1m	\$1.5m	\$2.4m
<b>Gross Margin</b>	\$491k	\$609k	\$765k	\$1.3m
<b>EBITDA</b>	\$368k	\$427k	\$450k	\$625k

  
**OF NOTE**

- > Profitable & growing year after year
- > Revenue growth of 25%+ YOY
- > No debt
- > Strong sales outlook with known projects at existing clients of \$2.4m



# JetFuel WILL BE OF INTEREST TO



- ➔ *Platinum Salesforce partners seeking to acquire experienced talent in the North East United States*
- ➔ *System Integrators wishing to expand their footprint in the North East 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?

## JetFuel & TEQUITY

JetFuel has retained Tequity to explore its options and evaluate interested acquirers that are keen on NE USA, architect level resources and a goal to grow. 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:

Alex MacKay  
[amackay@tequityinc.com](mailto:amackay@tequityinc.com)  
416.524.0301

TEQUITY

THANK YOU



ADDRESS : 15 Allstate  
Pkwy, Markham ON



PHONE : 416.534.0301



CONTACT :  
amackay@tequityinc.com



WEB :  
www.tequityinc.com