



**te**QUITY  
**PROJECT  
HERCULES**

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Acquisition Opportunity

# ACQUISTION OPPORTUNITY

A Canadian software and services company that specializes in Enterprise Content Management (ECM) products, services and migrations into the Microsoft Cloud

# COMPANY AT A GLANCE



## Beginnings

Started in 2014



## Locations

Headquartered in  
Canada



## Clients

Clients are based in  
Canada and the USA



## Leadership

Founded several IT  
companies and  
deemed experts in  
their field



## Team

Highly skilled with  
unparalleled ECM  
market expertise



## Software

Complete family of  
ECM migration  
solutions



## Awards

Ranked #1 OpenText  
to SharePoint  
migration specialist



## Partners

Very close  
relationship with  
Microsoft



## Revenue

\$4.3m projected for  
2020

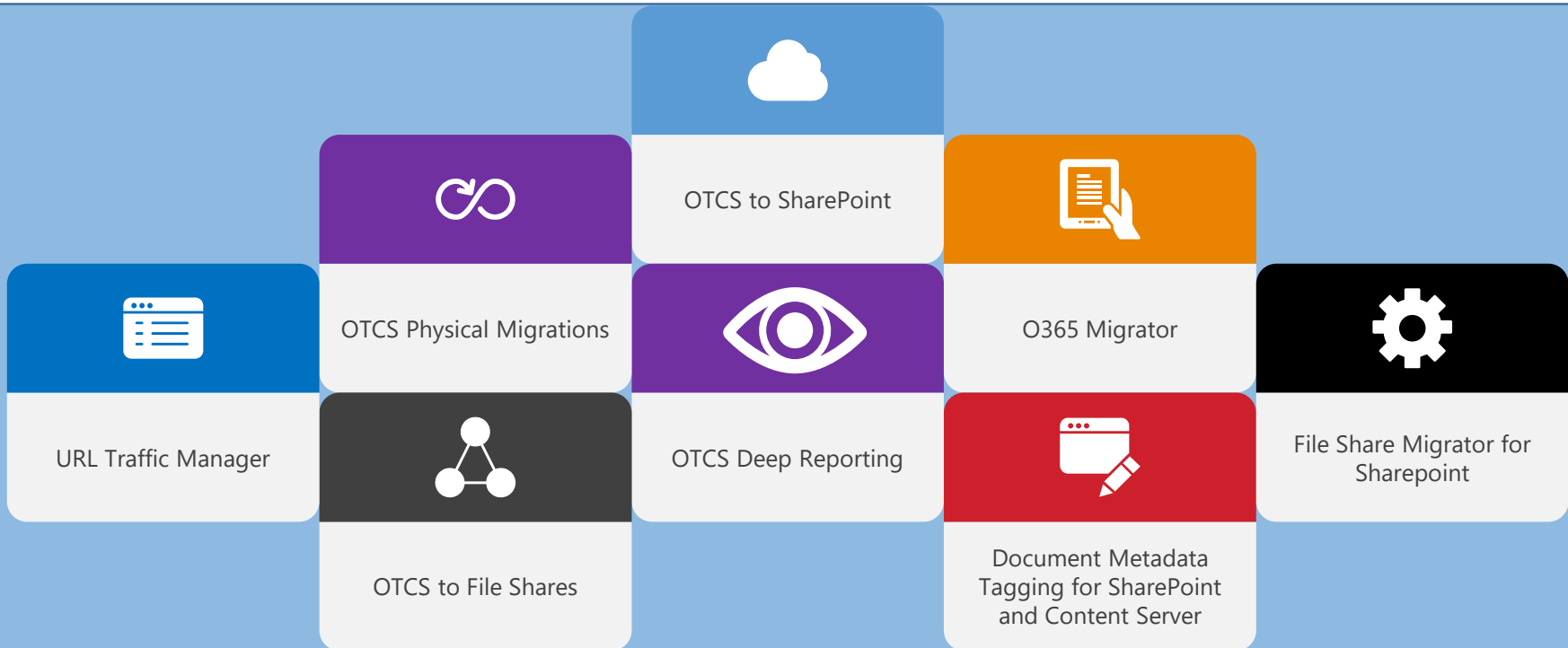


## EBITDA

\$1.7m projected for  
2020

# Software Tools & Services

## Hercules Software Tools



## Hercules Services

Migrations

Managed Services

Custom Development for  
SharePoint & OpenText  
Content Server

# EMPLOYEES



## TEAM

- 27 team members
  - 10 Full-time employees
  - 13 Full-time contractors
  - 4 Part-time contractors



## EXPERTISE

- SharePoint and OpenText
- Highly seasoned in modern technology
- Major Technical Certifications
- Experience dealing with Fortune 1000 companies
- Senior team members have 15+ years of experience



## CULTURE

- Loyal – Team members love to work at Hercules
- Low turnover – Attract & retain highly qualified personnel
- Proud – Ethical, dedicated & hard working

# CLIENTS



## Install base

- 56 Logos
- Enterprise & Mid-market clients
- Fortune 1000 traction
- Clients are based in US, Europe, Africa, Australia, Asia & Canada
- Strong customer references

## Growth Opportunities

- Initiate a mature sales strategy
- Expand revenue streams to include post migration work
- Geographical Expansion
- Channels Expansion



## Sales & Marketing

- No formal sales & marketing strategy
- Sales leads come from
  - Referrals from customers, employees, software resellers, IT vendors
  - Inbound inquiries from Website
  - Google ads
- 2 founders manage sales opportunities

## Why we win business

- Best in class migration features
- Focused specialists in Content Server to SharePoint migrations
- Excellent service & support

# FINANCIAL SUMMARY

62.17%

CAGR

\$4,309,752

2020 Targeted  
Revenue

\$2.2m

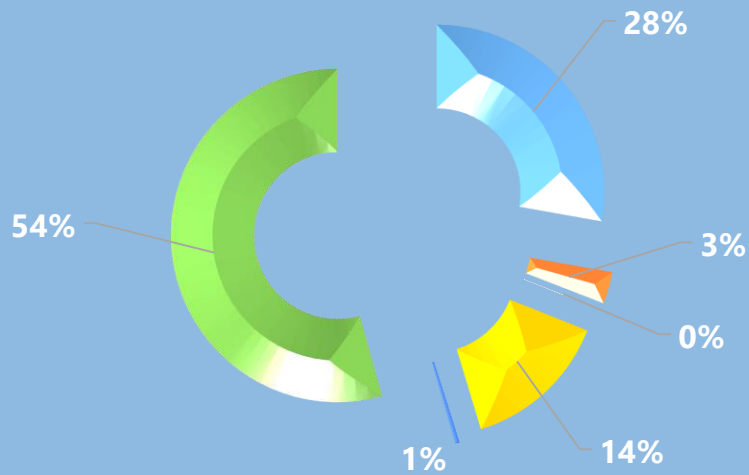
Managed Services

	YE April	2016	2017	2018	2019	2020 YTD May-Nov 2019	
Revenue		470,189	613,377	1,430,127	\$2,179,223	3,251,868	
Gross Profit		470,189	584,046	1,376,559	1,168,404	2,114,621	
EBITDA		136,544	168,520	969,454	730,666	1,729,472	

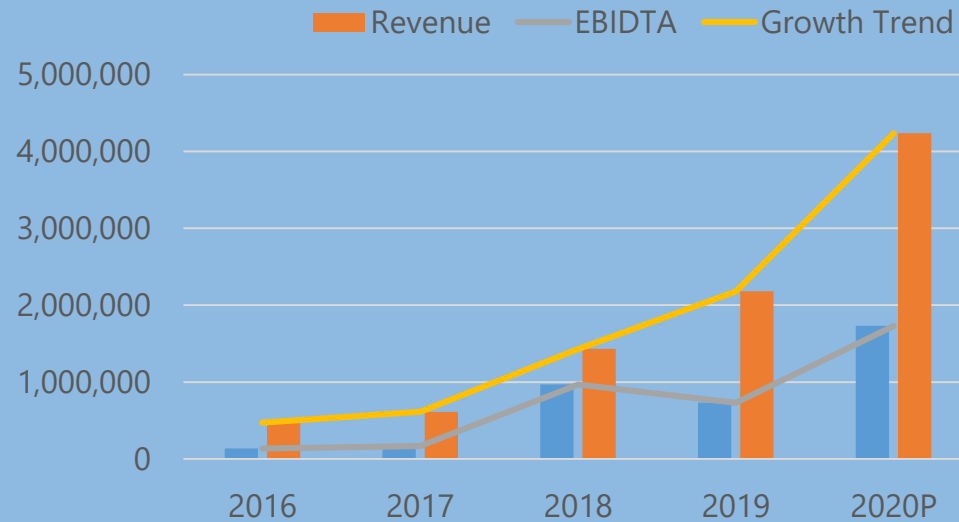
# FINANCIAL METRICS

## REVENUE SOURCES

- ▶ Hercules Software License
- ▶ Software License Maintenance
- ▶ Subscription (New)
- ▶ Migration Services
- ▶ Software Customization
- ▶ Managed Services



## EBITDA GROWTH





# ACQUISITION SUMMARY



# SHAREHOLDER OBJECTIVES



Hercules has assembled a team of experts with deep technical skills and created a leading suite of software migration tools



Hercules is seeking a larger strategic partner with the reach and resources to assist with the continuation of their rapid growth



The shareholders would like to monetize their Investment



Key management will stay on for the long-term to continue to fuel growth and share knowledge if the right opportunity is presented



Hercules is indebted to its team for assisting in establishing this leading software company and the senior management are fixed on keeping the team intact.

# INTERESTED?

## Hercules & TEQUITY

Hercules 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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TEQUITY

THANK YOU



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