



PROJECT TRIPLECROWN

(Salesforce Consulting Partner)

OVERVIEW

TEQUITY



WHO WE ARE

01

We Are 100% Salesforce Focused

A highly regarded Salesforce resource firm ranked with the leading SFDC partners in the USA

02

We Are Professionals

High standard of Salesforce architecture and implementation services

03

We Are Talented

Our consultants have numerous certifications and provide top-tier cloud-based solutions to the Salesforce ecosystem

COMPANY SNAPSHOT



Corporate

- › Started in 2016
- › Privately Owned
- › 2 Shareholders
 - › 60% Founder
 - › 40% Silent Investor



Geography Focus

- › Serving clients in USA
- › Located in Eastern USA



Clients

16 Active Clients

67 Clients

No Customer Concentration



Financial

\$5.0 M Revenue FY'18 A

\$7.0 M Revenue FY'19 F

\$420K Net Income FY'18A

\$500K Net Income FY'19F

\$5.8 M YTD OCT, 2019



Team

- › 1 Founder/President
- › 1 Senior Sales
- › 5 Operations/Recruitment
- › 1 Director, Federal
- › 43 EXCLUSIVE CONTRACTORS (Delivery/Billable – All USA based)



Salesforce Partnership

Silver 50 points from Gold

GSI Solid, Repeating Sub-contracts

9.93 CSAT

149 Salesforce Certifications

2 Salesforce MVPs



Industry Experience



Retail & CPG



HLS & Public



Financial Services

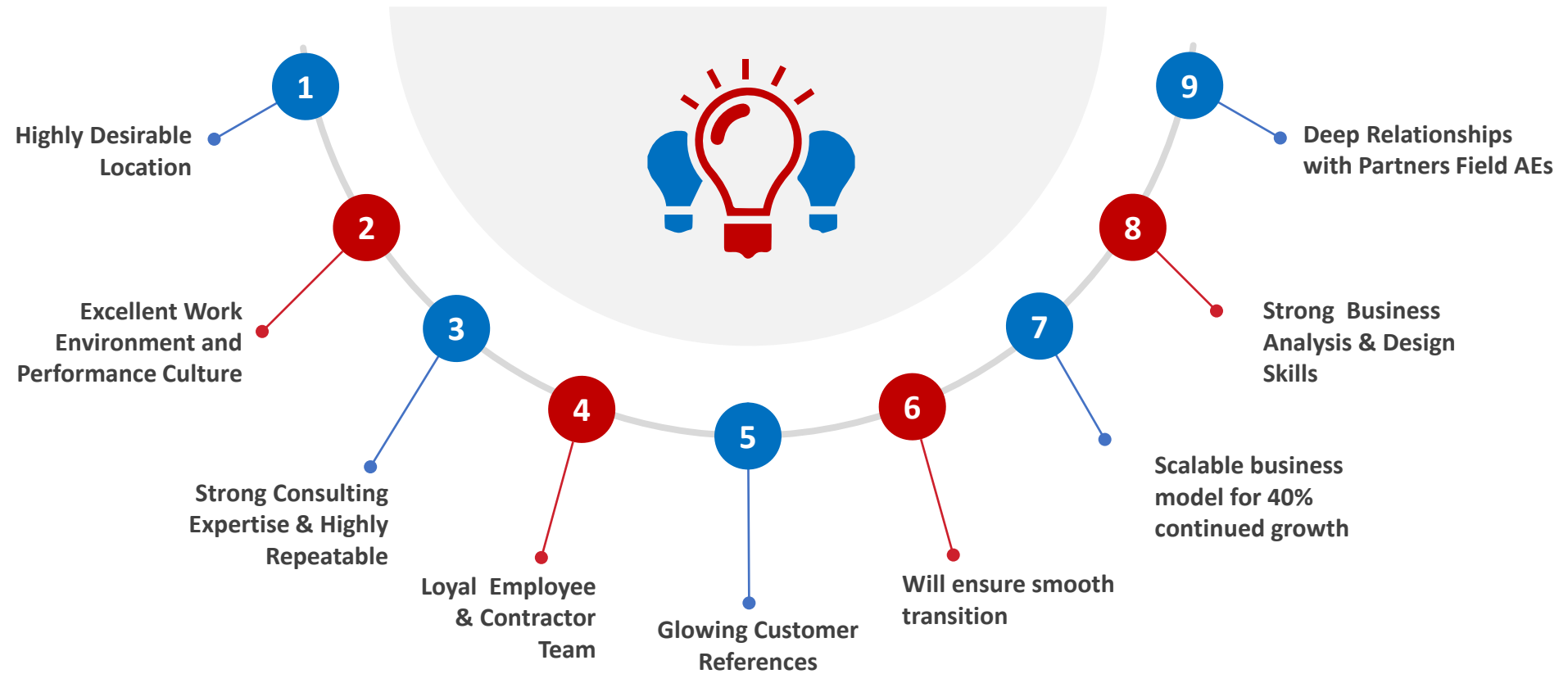


Manufacturing



Media

ACQUISITION OPPORTUNITY



EXPERTISE & SERVICE OFFERINGS



Sales & Service & Marketing Clouds



Platform Development



FSL & CPQ



Pardot



Integration



Community Cloud



Lightning Migration

Deep expertise across all
Salesforce Clouds

Highly scalable growth model for
Recruitment of Top-Level Skills

Trusted “go to” partner in the
SFDC Ecosystem

A FEW NOTABLE PROJECT COMMENTS

It's been an amazing experience working with TRIPLECROWN. As things have really started taking off for us with Salesforce work, we needed a vendor that could not only provide strong Salesforce talent in a timely manner but would also truly partner with us.

TRIPLECROWN has been instrumental in addressing all of our Salesforce needs after attempting to use multiple Salesforce consultancies. In a very short period of time, they have been able to obtain a clear understanding of our business and applied their knowledge and expertise to meet our needs.

TRIPLECROWN's staff are highly professional and bring to the project a wealth of experience. Their approach is customer-centric in that they pay close attention to customer needs and pain points in order to provide a technology solution that best fits the needs rather than force fitting a solution to address a problem.

CLIENTS



Overview

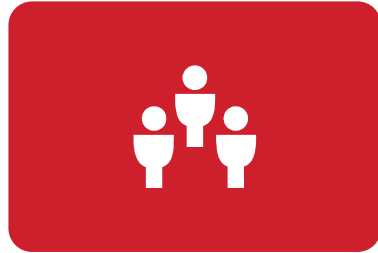
- › No Customer Concentration
- › All clients are located in the United States
- › Excellent customer relationships and an impressive customer satisfaction rating of 9.93
- › Verticals: Fin Serv, HLS, PS, Manufacturing, Media, Retail/CPG
- › Scalable business model for continued 40% growth
- › Strong case studies and references



Statistics

- › Commercial & Enterprise Revenue
- › Consistent Repeat Revenue from Existing Clients
- › Number of AE's regularly in contact with is ~45
- › All Consultants are USA based with some contractors available in Canada

TEAM



Team

- > Exclusive Billable Resources – 43
 - > One experience Sales Leader 100% of his time on sales activities
- 8 Management & Sales & Admin
43 12 W2 & 31 1099



Client focus

- > Fun, Customer Centric
- > PLEDGE Member



Constant Growth

- > High performance environment
- > Scalable business model
- > 40% YOY

EXCLUSIVE CONSULTANTS

43	Consultants	149	Certifications	3	Integration Architecture Specialists
28	Certified Administrators	4	Community Cloud Consultants	5	Sharing & Visibility Designers
11	Certified Advanced Administrators	1	Certified Non-Profit Cloud Consultant	2	Salesforce MVPs
22	Platform Developer 1 Certifications	5	Data Architecture & Management Specialists	2	Pardot Specialist
7	Platform Developer 2 Certifications	3	Field Service Lightning Specialists	1	CPQ Specialist
17	App Builders	4	Certified Application Architect	2	Certified System Architect
12	Certified Sales Consultant	2	Identity & Access Management Designer	1	Marketing Cloud Email Specialist
13	Certified Service Consultant	5	Development Lifecycle and Deployment Specialists	1	Marketing Cloud Consultant

FINANCIAL HIGHLIGHTS

Outlook:

YTD Oct \$5.8M

Contracted \$1.2M

2020 Est \$10M

STATEMENT OF INCOME YEAR ENDED DECEMBER 31, 2018

Revenues	\$ 5,003,106
Cost of Revenues	<u>3,516,371</u>
Gross Profit	1,486,735
General and Administrative Expenses	<u>1,055,390</u>
Income from Operations	431,345
Interest Expense	<u>10,925</u>
Net Income	<u>\$ 420,420</u>



OF NOTE

- > Profitable history & margins improving YOY
- > No debt

SHAREHOLDER OBJECTIVES

With the right Strategic Buyer, 40% + YOY growth

The Shareholders will ensure transition as they build new investments



The Founder works Full Time in the Company. Silent investor does not.

They are exploring all options to sustain and accelerate growth across the USA

Monetize Equity and focus on another business they own

TRIPLECROWN WILL BE OF INTEREST TO



- ➔ *Platinum Salesforce partners seeking to acquire experienced talent in ta premium SFDC HUB USA geography.*
- ➔ *System Integrators wishing to expand their footprint in the United States*
- ➔ *Salesforce partners wishing to continually grow Consultant capabilities and resources*
- ➔ *International Salesforce partners wishing to enter into the United States market in an excellent location*
- ➔ *Private Equity Groups with a focus on active investments in Software Consulting firms*

INTERESTED?

TRIPLECROWN & TEQUITY

TRIPLECROWN has retained Tequity to explore its options and evaluate interested acquirers. Only a limited number of potential acquirers are being contacted and more 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:

Alex MacKay, Advisor

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