

# EX-787

FOUNDED 2017

This Company is a fast-growing security solution provider that has experienced significant revenue growth in each full year of operations since the company's founding in 2016. Revenue increases over the prior year were 250% in 2018 and 55% in 2019. Despite the effects of a global pandemic, 2020 revenue increased 12% and 2021 revenue increased 20%. 2022 revenue is expected to continue this trend and hit \$18M (another 20% increase).

This sustained top-line growth is paired with meaningful margin-enhancing IP that enables the Company to provide best in class service and care with minimal overhead. Resource-intensive tasks like manually monitoring SKU pricing have been automated, and the Company's sophisticated lead-generation and customer management software drive an efficient sales force.

The business represents the top security and infrastructure vendors in the industry such as Fortinet, Meraki, Sophos, ESET, Palo Alto Networks, Barracuda and others. It has its own owned storefronts as well as third party stores, backed by an experienced call center manned by data party stores experts who provide consultative services by phone, email and online chat.

Ample growth opportunities exist through consolidation with other solution providers and expansion of the Company's proprietary IP, as well as further development and potential licensing of its IP product. The business brings to any potential acquirer deep subject matter expertise in unified threat management, wireless security, connectivity and storage, and a broad, blue chip customer base with no concentration risk and strong loyalty (76% of total revenues came from existing customers but total customer count is over 16,000).

This acquisition opportunity may be leveraged by cross-selling managed services (MSP) or managed security services (MSSP) into the Company's expansive list of customers. Additionally, a larger value added reseller can integrate the Company's trusted relationships in the security marketplace, or, leverage the platform to accelerate the acquisition of other value added resellers. The business is currently developing software tools focusing on systems, tools, platforms and third party integrations internally. The founder is flexible, and would consider a leadership role post transaction if invited.

## COMPANY OBJECTIVE



Company Sale



HEADQUARTERS

East Coast



# OF EMPLOYEES

11

Business Operations	3	<div style="width: 30%;"></div>
Sales and Marketing	5	<div style="width: 45%;"></div>
Software Development	3	<div style="width: 30%;"></div>



## PRODUCTS AND SERVICES

### Security Solutions

- Networking Hardware
- Storage & Infrastructure Services Sales
- Inventory Management

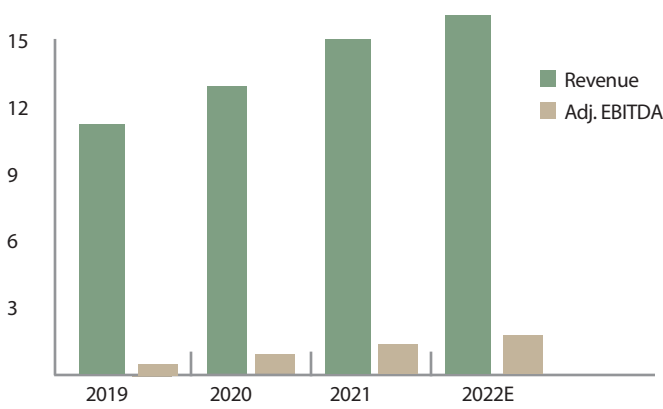
### Proprietary Management Software

- Customer Lifecycle Management
- Catalog Pricing Automation
- Inside Sales & Channel Self-Service Systems



## FINANCIALS

2019-2022E



Description (\$M)	2019	2020	2021	2022E
Revenue	\$11.0	\$12.4	\$15.0	\$17.0
Gross Profit	\$2.0	\$2.6	\$3.3	\$3.6
Adj. EBITDA	\$396k	\$594k	\$1.2	\$2.0

## % RECURRING REVENUE BY SERVICE TYPE

Licensing, Maintenance, contract renewals | 100%

## RECURRING REVENUE (\$M)

2019	\$2.1	<div style="width: 12%;"></div>
2020	\$2.7	<div style="width: 15%;"></div>
2021	\$5.4	<div style="width: 30%;"></div>
2022E	\$6.8	<div style="width: 40%;"></div>

## INVESTMENT CONSIDERATIONS

- Growing Recurring Revenue:** The Company has prioritized growing recurring revenue by capturing subscription revenue and managing renewals through its proprietary systems. Recurring revenue today represents 1/3 of the business's overall revenue (growing from \$2.1M in 2019 to projected \$6.8M in 2022).
- Revenue Growth:** The business has experienced significant revenue growth in each full year of operations since the company's founding in 2016, growing from \$11M in 2019 to a projected 17M in 2022. This has been accomplished with no incremental headcount—the company has refined its processes and prioritized key hires to capture more business from marketing and existing opportunities.
- Key Strategic Potential:** The business brings to any potential acquirer deep subject matter expertise in unified threat management, wireless security, connectivity and storage, and a broad, blue chip customer base with no concentration risk. If merged with an MSP and/or MSSP, the combined business would cover a wide range of services and products, boasting a customer base of over 16,000 and vendor partnerships with leading security and network vendors.
- Proprietary IP With Expansion Potential:** The Company's proprietary software offers any solution provider the ability to optimize its sales process, automating resource-intensive tasks and driving an efficient sales force. This offers immediate margin-enhancement opportunity and potentially a pathway to additional licensing revenue.
- Marketing and Sales Model:** The business has a highly-differentiated marketing and sales model that includes a combination of eCommerce, consultative engagements and proprietary technology. With an award-winning team of management, innovative marketers, sales specialists and product engineers, the Company has built a best-in-class product distribution platform.

## VENDORS



## # OF CUSTOMERS/CUSTOMER RETENTION/LOCATION

16,000 / 90%



## CUSTOMERS BY REVENUE

TOP 10

Company #1	2%	<div style="width: 2%;"></div>
Company #2	1%	<div style="width: 1%;"></div>
Company #3	1%	<div style="width: 1%;"></div>
Company #4	1%	<div style="width: 1%;"></div>
Company #5	0.5%	<div style="width: 0.5%;"></div>
Company #6	0.5%	<div style="width: 0.5%;"></div>
Company #7	0.3%	<div style="width: 0.3%;"></div>
Company #8	0.3%	<div style="width: 0.3%;"></div>
Company #9	0.3%	<div style="width: 0.3%;"></div>
Company #10	0.2%	<div style="width: 0.2%;"></div>

## NEXT STEPS

To learn more about company EX-787 please execute NDA and send to Amanda Haws. Our team will follow up with a mutually executed NDA and provide an introduction to the company's CEO.

[Start NDA Now](#)

[Amanda Haws](#)

[Asset Listing](#)

