

EX-801

FOUNDED 2017

The Company offers a unique centered approach to specialized vertical solutions and best utilization of Salesforce-based technology to address the needs of both Non-profit and Public Sector clients.

Recognized as experts in multiple Salesforce technologies, the Company brings value in subject matter expertise and the ability to apply world-class technology to help organizations overcome historical challenges. The Company boasts formalized partnerships with Salesforce, Salesforce.org, Tableau, Mulesoft, Nintex, FormAssembly, Formstack, and Soapbox.

Key offerings include multi cloud implementations leveraging pre-packaged accelerators, systems integration, data & analytics, and managed services. The business is dramatically growing, closing almost 100% more opportunities in 2021 than in 2020 and accelerating its billings. Low concentration means this growth is coming from a diversified source of customers including major names in the Nonprofit and Public Sector verticals.

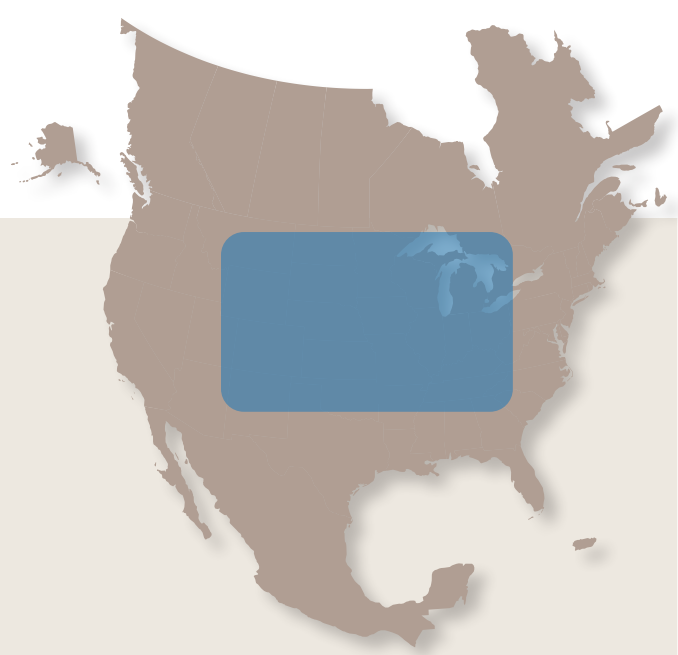
COMPANY OBJECTIVE



Company Sale



PE/Strategic Partner



HEADQUARTERS

Midwest, U.S.



OF EMPLOYEES

49

Administrative	01	
Accounting & Finance	01	
Delivery	16	
Executive	05	
Managed Services	06	
Sales & Marketing	10	
Technical Delivery	10	



PRODUCTS AND SERVICES

IT Consulting & Services

- Implementation & Support
- Systems Integration
- Data Analytics
- Advisory Services

Managed Services

- Salesforce Administration
- Ongoing Configuration & Development
- User Experience Optimization
- Reporting & Analytics

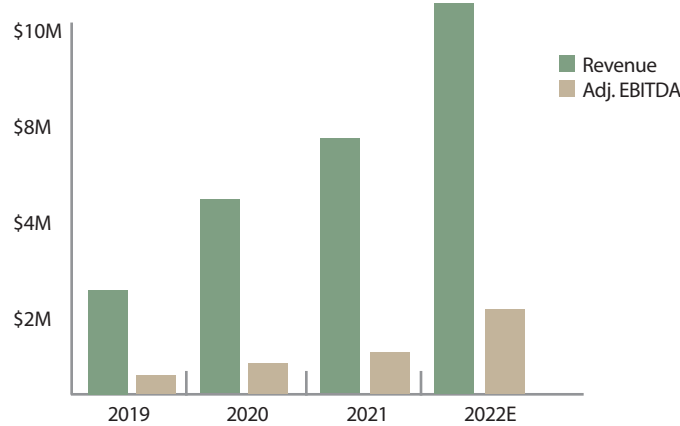
Salesforce Solutions

- Program & Case Management
- Public Sector Solutions
- MuleSoft
- Tableau



FINANCIALS

2019-2022E



Description (\$M)	2019	2020	2021	2022E
Revenue	\$3.63	\$5.67	\$8.00	\$11.32
Gross Profit	\$1.58	\$2.90	\$4.61	\$2.65
SG&A	\$1.08	\$1.71	\$3.57	\$4.30
Adj. EBITDA	\$1.09	\$1.22	\$1.81	\$2.70

REVENUE MIX (% OF REVENUE)

IT Project Solutions	80.1%	
Managed Services	05.4%	
Customer Support	14.1%	

RECURRING REVENUE %

2019	02.0%	
2020	07.5%	
2021	11.6%	
2022E	14.6%	

INVESTMENT CONSIDERATIONS

- Technical Specialization & Vertical Expertise:** The Company is a growth oriented consulting firm with specialization in Salesforce and a vertical focus in Human Services. The team has subject matter expertise that is leveraged by clients and Salesforce for best utilization of platform technology. While ensuring customer success metrics at the highest level as measured by Salesforce, the Company continues to grow and place priority on investing in human capital.
- People Focused:** The firm's mission driven culture centered on customer satisfaction and vertical innovation is evidenced by products developed to augment Salesforce cloud solutions related to Human Services. The Company's specialized products and expertise have positioned them as a trusted thought leader within the Salesforce community.
- Sophisticated Sales & Marketing:** The Company's credentials and experience within the Salesforce channel continues to increase weekly opportunities in addition to overall sales and marketing efforts. The Company's sales and marketing teams are focused on lead generation as well as Salesforce relationships.
- Strength in Numbers:** The Company has 128 current clients. Over the course of four years, the firm has worked on and/or completed 239 projects with more than 34% entering into support agreements.
- Competitive Financials & Market Opportunity** The Company boasts competitive and sustainable gross and net profit margins: gross profit margin of 60%, net profit margin of 26%. Per the Urban Institute Nonprofit Sector in Brief Report of 2019, over 335,000 Human Services organizations filed 990's. Further analysis showed there were over 77,000 with budgets over \$1M or greater, and 29,000 with budgets over \$5M or more.

HIGHLIGHTED CHANNEL PARTNERS



TOP END USER VERTICALS



OF CUSTOMERS/RETENTION/LOCATION

128 / 75%



CUSTOMERS BY REVENUE

TOP 10

Company #1	8.40%
Company #2	6.01%
Company #3	5.95%
Company #4	4.07%
Company #5	3.88%
Company #6	3.73%
Company #7	3.34%
Company #8	3.00%
Company #9	2.85%
Company #10	2.49%

Total
43.73%

NEXT STEPS

To learn more about company EX-801, 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](#)

[AmandaHaws](#)

[Asset Listing](#)



IT Exchange Net
a martin wolf company