

# EX-801

FOUNDED 5+ YEARS AGO

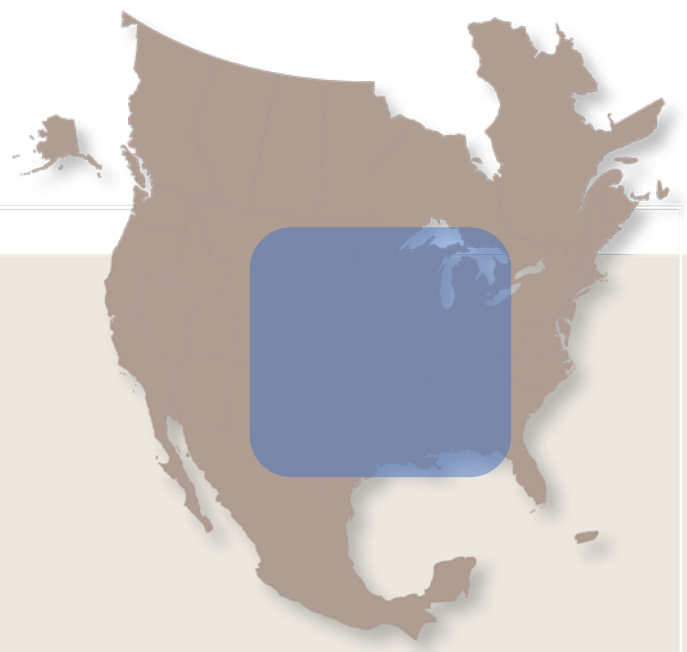
- Nationally recognized growth and subject matter expertise.
- Acknowledged as Health and Human Services leaders by Salesforce sales & product teams.
- Sustained high growth at 68% CAGR
- 400+ Completed Projects & 200+ Salesforce Certifications

The Company offers a unique, centered approach to specialized vertical solutions, addressing the needs of both Nonprofit and Public Sector clients through Salesforce-based technology. It has grown consistently and significantly since inception and will end the year at over \$15M in revenue.

Key offerings include multi cloud implementations leveraging pre-packaged accelerators, system integration, data & analytics, and managed services. The Company enjoys low customer concentration and high customer satisfaction, serving major names in the Nonprofit and Public Sector verticals.

Future growth opportunities include increasing the firm's managed services and product offerings as a percentage of total revenue and broadening its Mulesoft and Tableau presence.

The founders are committed to continuing on and supercharging the Company's growth trajectory with the right equity investor or strategic partner.



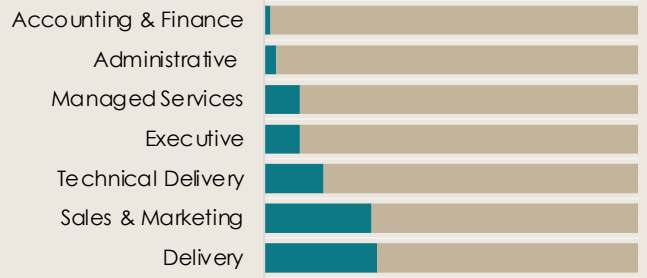
HEADQUARTERS

Midwest, U.S.



# OF EMPLOYEES

60+



## PRODUCTS AND SERVICES

### Custom Implementations & Services

- Implementation & Support with up-to-date & in-depth Insights
- Critical Application Systems Integration
- Data Analytics & Advisory Services

### Managed Services

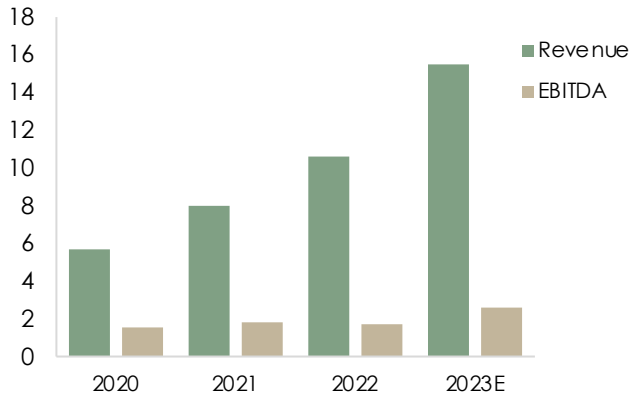
- Salesforce Administration
- Ongoing Configuration & Development
- User Experience Optimization
- Reporting & Analytics

### Salesforce Solutions

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

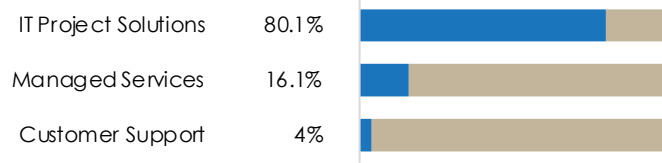


## FINANCIALS 2020-2023E



Description (\$M)	2020	2021	2022	2023E
Revenue	\$5.67	\$8.00	\$10.6	\$15.5
Gross Profit	\$3.11	\$4.61	\$6.46	\$8.71
Adj. EBITDA	\$1.55	\$1.81	\$1.71	\$2.58

### REVENUE MIX (% OF REVENUE)



### RECURRING REVENUE %



## 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 industry and subject matter expertise with more than 200 Salesforce certifications and offers customized products developed to augment Salesforce cloud solutions related to Human Services.
- Sophisticated Sales & Marketing:** The Company's credentials and experience within the Salesforce channel continues to increase, fueling a pipeline of more than \$15M. The Company's sales and marketing teams are focused on lead generation as well as Salesforce relationships.
- Strength in Numbers:** The Company has more than 200 clients. Over the course of five years, it has worked on and/or completed 400+ projects with more than 34% entering into support agreements. It boasts competitive and sustainable gross and net profit margins of 60 percent and 15%, respectively.
- Competitive Financials & Market Opportunity:** 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.
- Platform Ready:** Company has made significant investments in systems, sales, and staff and is today poised for accelerated growth as a standalone platform asset with potential target acquisitions.

## HIGHLIGHTED CHANNEL PARTNERS



## TOP END USER VERTICALS

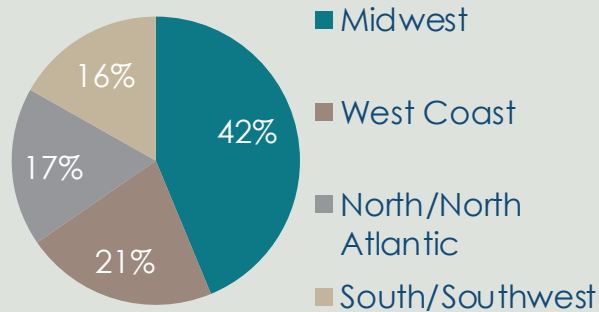


## CUSTOMERS BY THE NUMBERS

CUSTOMERS: 200+

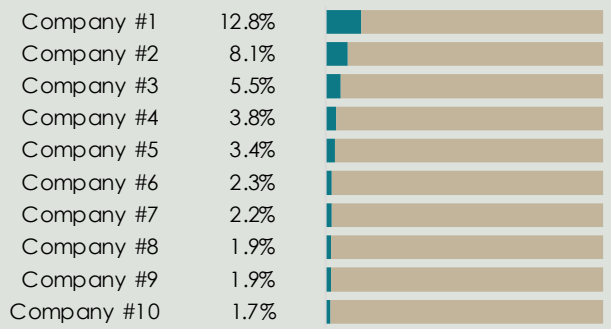
RETENTION: 75%

### BY LOCATION:



## CUSTOMERS BY REVENUE

### TOP 10



Total 43.6%

## NEXT STEPS

To learn more about company EX-801 please sign the linked NDA and send to Amanda Haws. Our team will follow up with a mutually executed NDA and make an introduction to the company's CEO.

[Start NDA Now](#)

[Amanda Haws](#)

[Asset Listing](#)



ITX

a martinwolf company