Project Freyja UNIQUE MINORITY ACQUISITION OPPORTUNITY

Looking for \$15m to acquire a cash positive, profitable EdTech SaaS business that brings content, community and commerce with world class brand and distribution channels to generate substantial growth.





- Educational training SaaS platform with AI/ML patents co-founded by world leaders in the field.
- Licences sold to both trainers (B2B) and individuals (B2C).
- Current annualized ARR turnover c.\$4.5m

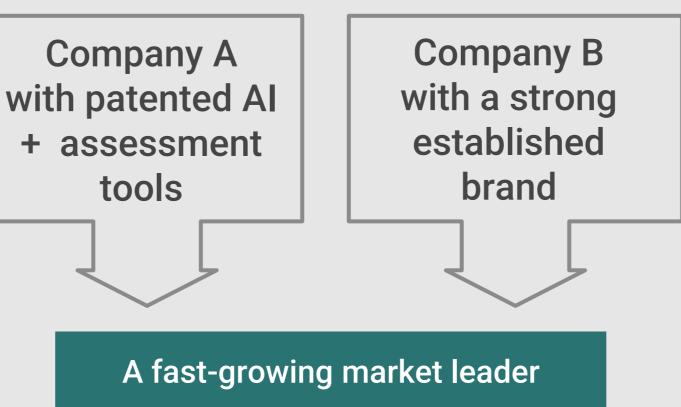


- The company provides a software delivery platform and AI assessment tools. They wish to purchase the IP, back catalogue and ongoing customers and reputation of the sister-business at a compelling and agreed price (with an expiry date of June 2022). The new combined entity will be profitable, revenue of c. \$11.5m and with

- a substantial opportunity to scale.

Company A Background

Opportunity



- Headquarters: USA
- Sector: Software/Tech/Training
- **₽** Investment Required: \$15m

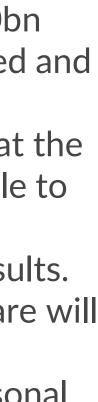


- The market is worth about \$100bn annually, but it is very fragmented and there are no quality standards.
- With the AI assessment tools that the company brings, it is now possible to give scientifically accurate standardised assessment and results.
- As a long term vision, the software will eventually be provided as a ondemand Emotionally Aware Personal Al trainer.



- Management team includes world leaders in the field and former Microsoft leaders.
- 6 separately patented protected AI technologies.
- Well established brand, technology platform and marketing channels with low cost of customer acquisition.











Investment Highlights

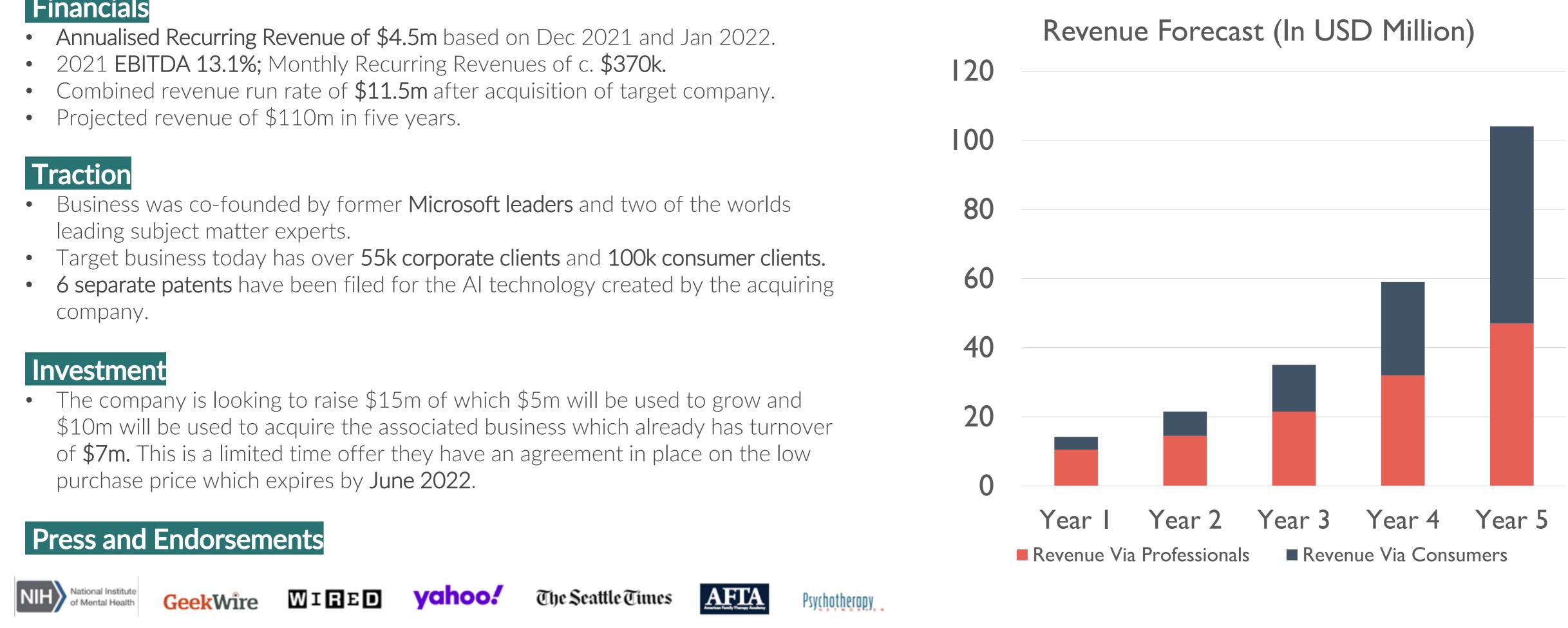
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Financials

- 2021 EBITDA 13.1%; Monthly Recurring Revenues of c. \$370k.

- leading subject matter experts.
- company.

purchase price which expires by June 2022.



For a copy of the full Investor deck please email esthergrove@forsterchase.com



Post acquisition, the combined SaaS business with have full control of powerful AI/ML software, world class brand and distribution channels.

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