

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.



Company A Background

- 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



Opportunity

- 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
with patented AI
+ assessment
tools

Company B
with a strong
established
brand

A fast-growing market leader

 Headquarters: USA

 Sector: Software/Tech/Training

 Investment Required: \$15m



Market

- 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 on-demand Emotionally Aware Personal AI trainer.



USP

- 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

- Annualised Recurring Revenue of \$4.5m based on Dec 2021 and Jan 2022.
- 2021 EBITDA 13.1%; Monthly Recurring Revenues of c. \$370k.
- Combined revenue run rate of \$11.5m after acquisition of target company.
- Projected revenue of \$110m in five years.

Traction

- Business was co-founded by former Microsoft leaders and two of the worlds leading subject matter experts.
- Target business today has over 55k corporate clients and 100k consumer clients.
- 6 separate patents have been filed for the AI technology created by the acquiring company.

Investment

- The company is looking to raise \$15m of which \$5m will be used to grow and \$10m will be used to acquire the associated business which already has turnover of \$7m. This is a limited time offer they have an agreement in place on the low purchase price which expires by June 2022.

Press and Endorsements



GeekWire

WIRED

yahoo!

The Seattle Times

AFTA

Psychotherapy

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

Revenue Forecast (In USD Million)

