

# Tech M&A Monthly

**Starts in 2 minutes**



**Thoughts? Questions? Let us know!**  
**@CorumGroup**

CORUM

**Tech M&A Monthly**

# Navigating Growth M&A Exits vs. Raising Capital



**We welcome your questions!**

**Email questions to  
info@corumgroup.com**

**This event is being recorded**  
On demand webcast will be available at  
[www.corumgroup.com](http://www.corumgroup.com)

# MERGE BRIEFING

- **90 Minutes**
- **Industry Update**
- **Overview of the M&A Process**





- **Half-Day**
- **Tech M&A Bootcamp**
- **The most attended tech executive conference in history**



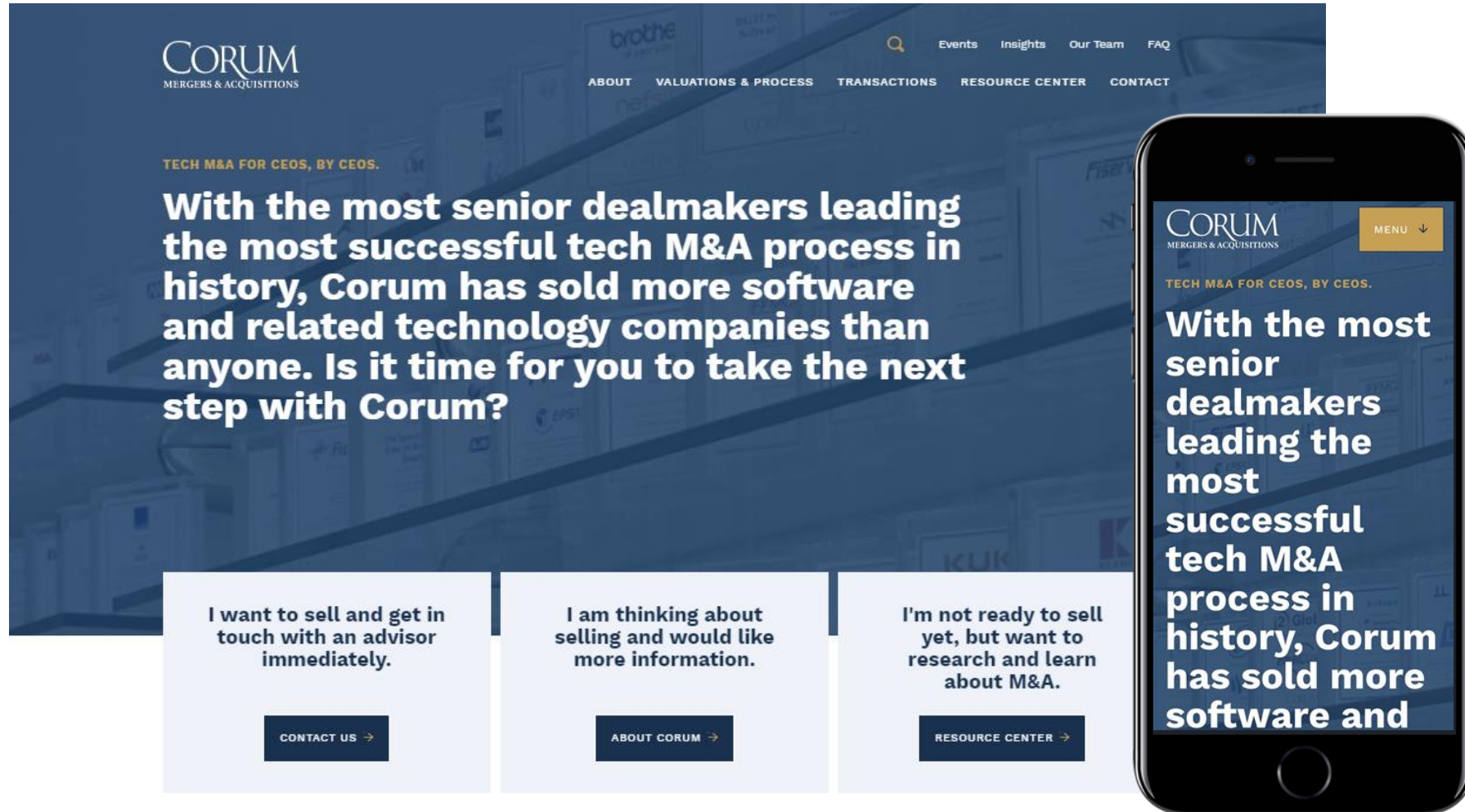


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- **Tech M&A Bootcamp**
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## MERGE BRIEFING



- **90 Minutes**
- **Industry Update**
- **Overview of the M&A Process**



CORUM  
MERGERS & ACQUISITIONS

ABOUT VALUATIONS & PROCESS TRANSACTIONS RESOURCE CENTER CONTACT

TECH M&A FOR CEOs, BY CEOs.

**With the most senior dealmakers leading the most successful tech M&A process in history, Corum has sold more software and related technology companies than anyone. Is it time for you to take the next step with Corum?**

I want to sell and get in touch with an advisor immediately.

[CONTACT US →](#)

I am thinking about selling and would like more information.

[ABOUT CORUM →](#)

I'm not ready to sell yet, but want to research and learn about M&A.

[RESOURCE CENTER →](#)

CORUM  
MERGERS & ACQUISITIONS

MENU ↓

TECH M&A FOR CEOs, BY CEOs.

**With the most senior dealmakers leading the most successful tech M&A process in history, Corum has sold more software and**

**36**

Years in business

**\$10B**

In wealth created

**400+**

Closed transactions



**Focus—sell side,  
technology only**

**Detailed, professional,  
global process**

**Team approach,  
senior dealmakers**

**World Technology  
Council**

**SOLD MORE SOFTWARE-RELATED FIRMS THAN ANYONE**

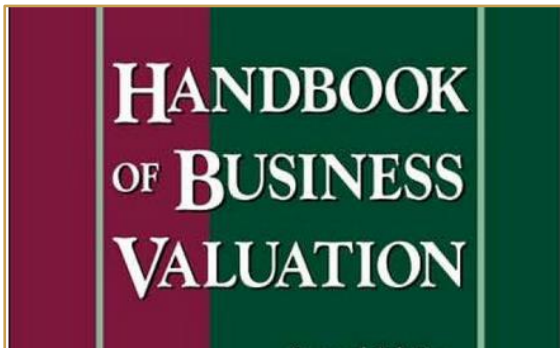




**Research**

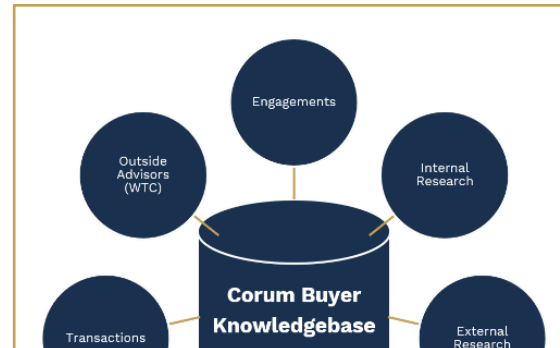


**Education**



**Valuation**

JEFFREY D. JONES



**Database**



**The definitive tech  
M&A education**

- **Since 1990, the most attended executive conference in technology history**
- **More events hosted than all other competitive conferences combined**
- **Over \$3 trillion in transaction value by attendees – buyers and sellers**

# 8 Stages for an Optimal Outcome

Preparation

Research

Contact

Discovery

Negotiation

Due  
Diligence

Closing

Integration

# Past Attendees Include



# Tech M&A Monthly

**Starts in 1 minutes**



**Thoughts? Questions? Let us know!**  
**@CorumGroup**

CORUM

**Tech M&A Monthly**

# Navigating Growth M&A Exits vs. Raising Capital



## **Heidi Owen, Executive Vice President, Marketing, Corum Group Ltd.**



- **Heidi rejoined Corum in 2019 as the Director of Marketing. Heidi leads the Corum marketing team and is responsible for planning, development, and implementation of Corum's marketing strategy and public relations activities.**
- **Previously Heidi worked for The Column Group, a venture capital firm dedicated to developing biotechnology companies and as the Marketing Manager for Maverick International, a manufacturer of payment processing systems and software.**
- **Heidi earned a Bachelor of Arts degree in Psychology from Western Washington University.**

**We welcome your questions!**

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**Welcome**

**Field Report**

**Deal Report**

**CEO Report: “Just Say No!”**

**Tech M&A Market Research Report**

**Buyers Corner: “Buyer Differentiation”**

**“Another Raise or Merge?” Presentation**

**Closing**

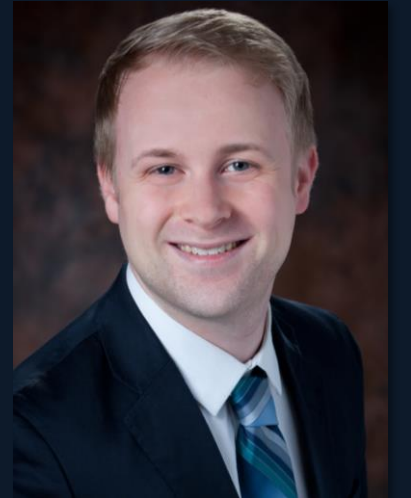
CORUM

# Field Report

August 2023

**Presented By**  
**Brenden Keene**

**Senior Marketing**  
**Coordinator**  
**Corum Group Ltd.**



# MERGE BRIEFING

**Online in:**

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**Philadelphia Aug 15<sup>th</sup>**

**Atlanta Aug 30<sup>th</sup>**

**Vancouver Aug 22<sup>nd</sup>**

**Dublin Aug 31<sup>st</sup>**

**Prague Aug 24<sup>th</sup>**



**Online in:**

**Tokyo – Aug 17<sup>th</sup>**

**Benelux – Aug 23<sup>rd</sup>**

**Seattle – Aug 23<sup>rd</sup>**

**San Diego – Aug 29<sup>th</sup>**



CORUM  
SELLING UP  
SELLING OUT

Live In-person in:

**MIAMI**

Greenberg Traurig  
333 S.E. 2nd Avenue  
Suite 4400  
Miami, FL 33131  
United States

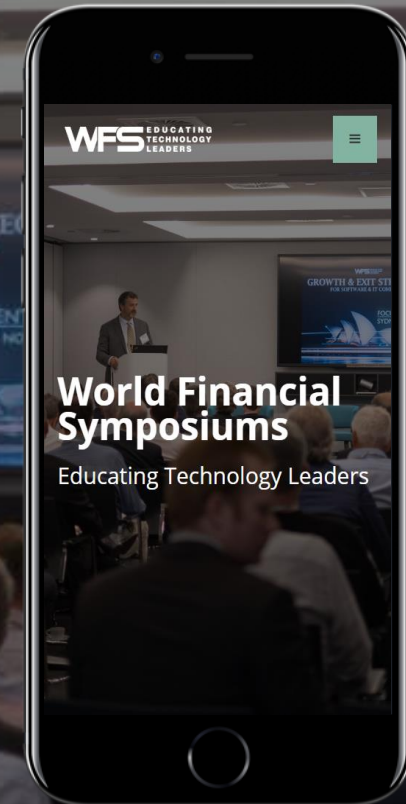
WFS Field Report:  
**August 2023**

# WFS Content



# World Financial Symposiums

Educating Technology Leaders



**WFS.com**





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sponsors*



*Platinum Sponsor*



*Event Sponsor*

CORUM

# Deal Report

August 2023

Presented  
By



**Rob Griggs**  
**President**  
**Corum Group Ltd.**



# TOPS

has acquired



---

*Corum acted as exclusive M&A advisor to Nabr Network*

---

CORUM  
MERGERS & ACQUISITIONS

# Deal Report

**Joel Espelien**  
Executive Director –  
Client Services  
Corum Group Ltd.



 **socialpinpoint**

has acquired

 **MetroQuest**

---

*Corum acted as exclusive M&A advisor to MetroQuest*

---

**CORUM**  
MERGERS & ACQUISITIONS

CORUM

# CEO Report


**Just Say No!**

**Presented By**


**Bruce Milne**

**Chief Executive Officer  
Corum Group Ltd.**





A CEO asked me to help with an **unsolicited offer** from a strategic buyer.




They wanted to purchase his software company for **\$25 million**, and asked to **exclusively negotiate**.



He asked **Corum** to do a valuation and negotiate the deal.



A photograph of two men in a conference room. The man on the left, wearing a dark suit and glasses, is pointing towards the man on the right. The man on the right, wearing a grey suit and glasses, has his arms crossed and a serious expression. The background shows a blurred office environment with other people and a presentation screen.

I politely turned him  
down.

He was surprised.

# Just Say No!

CORUM  
MERGERS & ACQUISITIONS



**Founded by CEOs  
For CEOs**

In a successful M&A process,

**You should say “no” more than you  
say “yes”.**

That’s how you create an auction  
environment.



What he wanted to do was **just wrong.**



The background shows a blurred conference room with several people seated at tables with laptops, suggesting a professional meeting or briefing.



He wouldn't get  
**what he's worth.**



The background shows a blurred conference room with several people seated at tables, some with laptops open, and a presentation screen in the distance.



**11%**

- Buyer solicitations that result in transaction



**48%**

- Average improvement from first offer with an auction process



**75%**

- How often another firm is willing to pay more than the initial bidder



**80%**

- Failure rate in “self-managed” tech M&A



**100%**

- Deals involving only one bidder that are suboptimal

**Just Say No!**

**CORUM**  
MERGERS & ACQUISITIONS



**No one has ever gotten an optimal outcome dealing only with one bidder.**

**Just Say No!**

**A valuation DOES NOT create final value.**





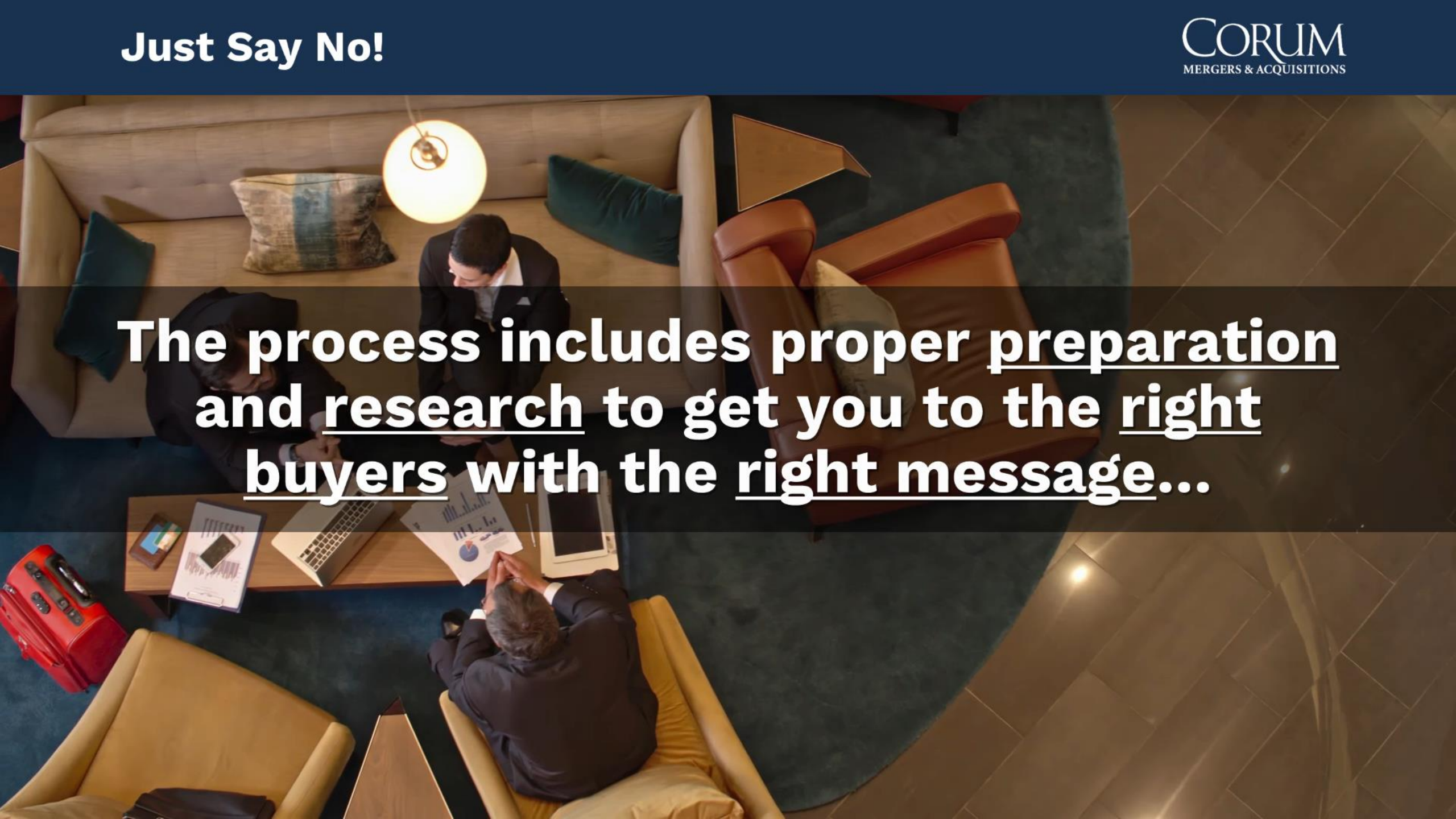
**Just Say No!**

**CORUM**  
MERGERS & ACQUISITIONS

**Final value is created through price discovery by creating buyer tension through a professional global search.**

**Just Say No!**

**CORUM**  
MERGERS & ACQUISITIONS



**The process includes proper preparation and research to get you to the right buyers with the right message...**

**Just Say No!**

**CORUM**  
MERGERS & ACQUISITIONS



**...and through due diligence where most deals die.**

His partner wanted  
to take the offer!





Good luck!

**What do you think happened?**

## Several months later...

He called me and said:

“I can’t believe you walked away from a \$1 million fee.

**That impressed me.”**



## Several months later...

Trying to complete the deal was a **full-time job** and **more complicated** than he thought.

He was worn out by due diligence and **didn't have any negotiating leverage.**

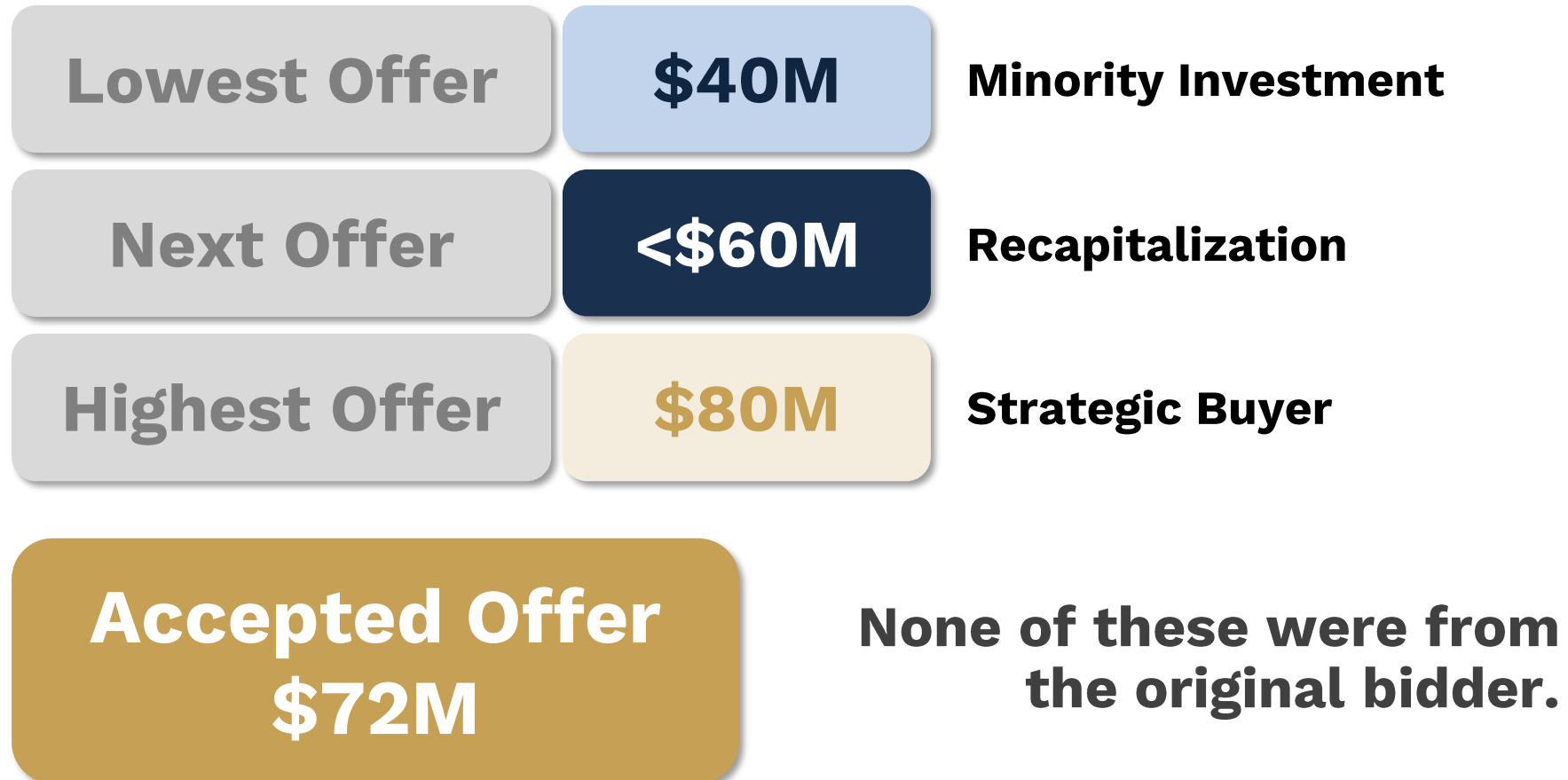




## After taking them to market...



## After taking them to market...



**So what about today's market?**

The New York Times

## *Global Economy Shows Signs of Resilience Despite Lingering Threats*

The International Monetary Fund upgraded its global growth forecast for 2023.

There are **more buyers than ever**,  
with over **\$6T to invest**.

**They are hungry to deploy their  
money**, before it's eroded by  
inflation.

There are **more offers than ever.**

**In cash** for 100% acquisition.

**Now is NOT the time to hunker  
down!**

There are more unsolicited first offers  
than ever.

You've invested years, even decades of  
your life into your company.

**Don't take the first offer.**

**Just Say No!**

A close-up photograph of a person's hands holding a white rectangular card. The person is wearing a dark blue suit jacket, a light blue dress shirt, and a maroon patterned tie. The card is held in front of the person's chest and has the word "NO" printed on it in a large, bold, dark blue sans-serif font. The background is a plain, light-colored wall.

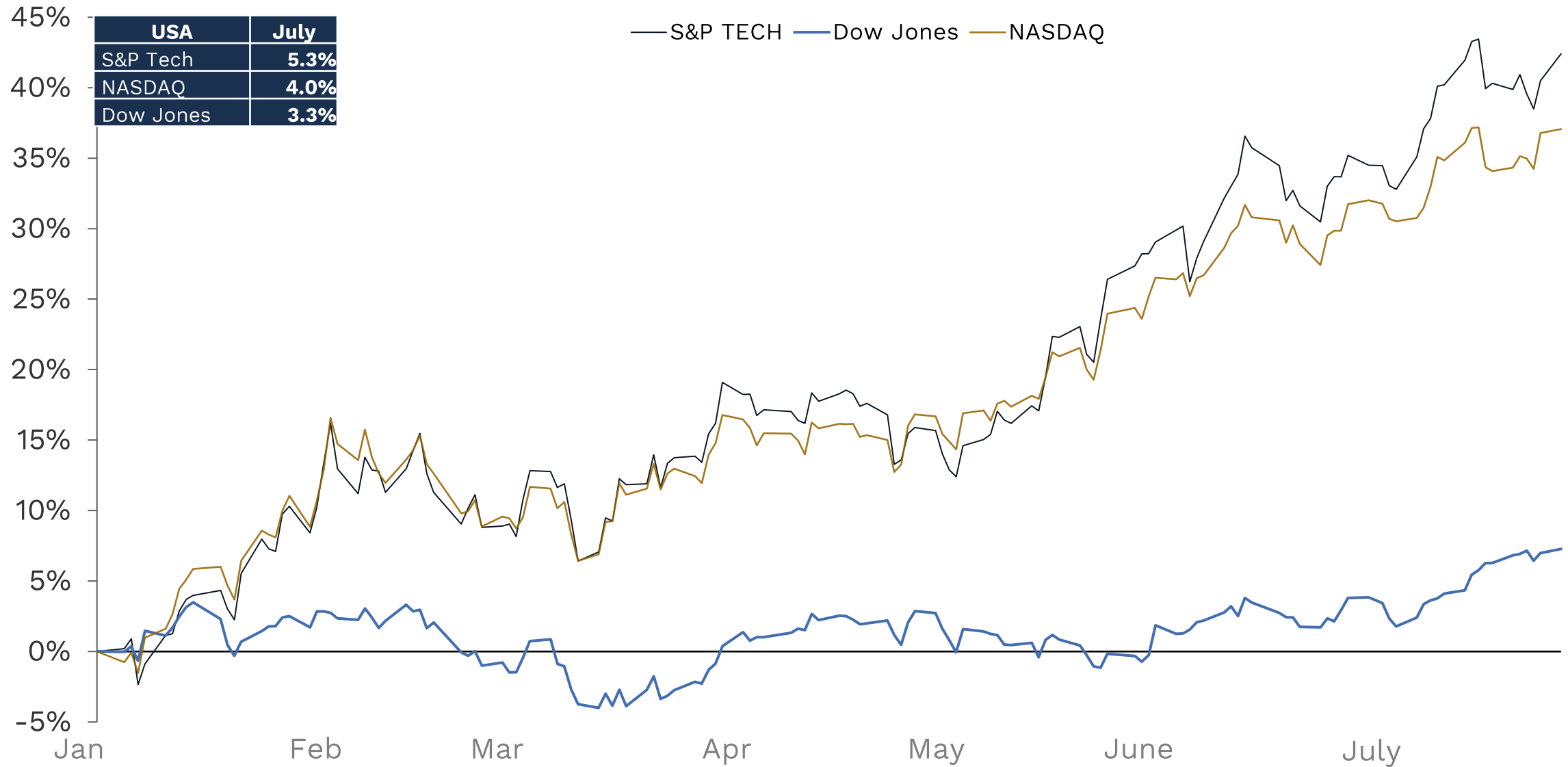
**NO**

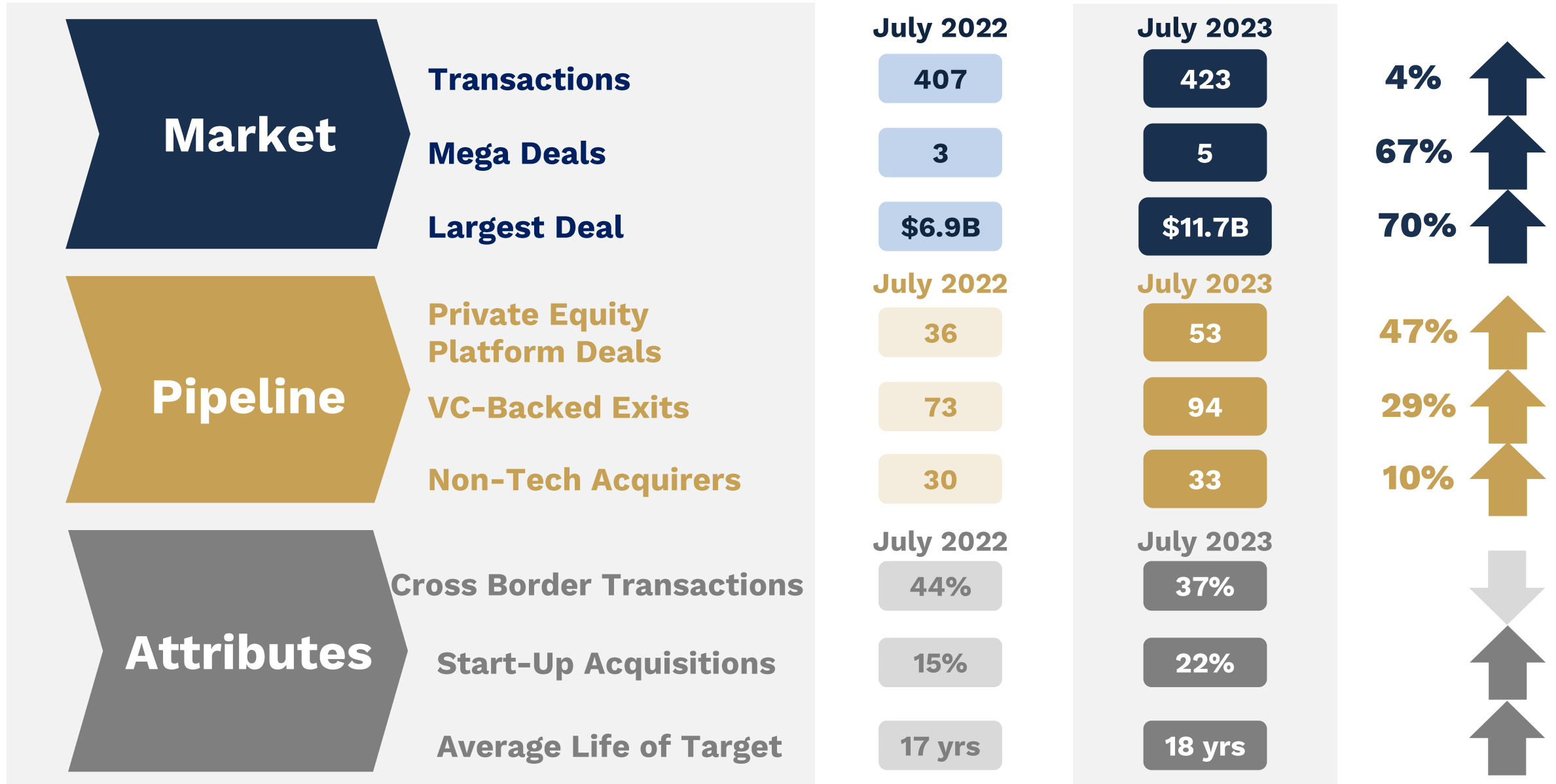


# Tech M&A Research Report

# Public Markets 2023 YTD

% CHANGE





# 2023 Mega Deals (Jan-Jul)



**HORIZONTAL**  
**\$39B – 8 Deals**



**VERTICAL**  
**\$30B – 8 Deals**



**INFRASTRUCTURE**  
**\$13B – 4 Deals**



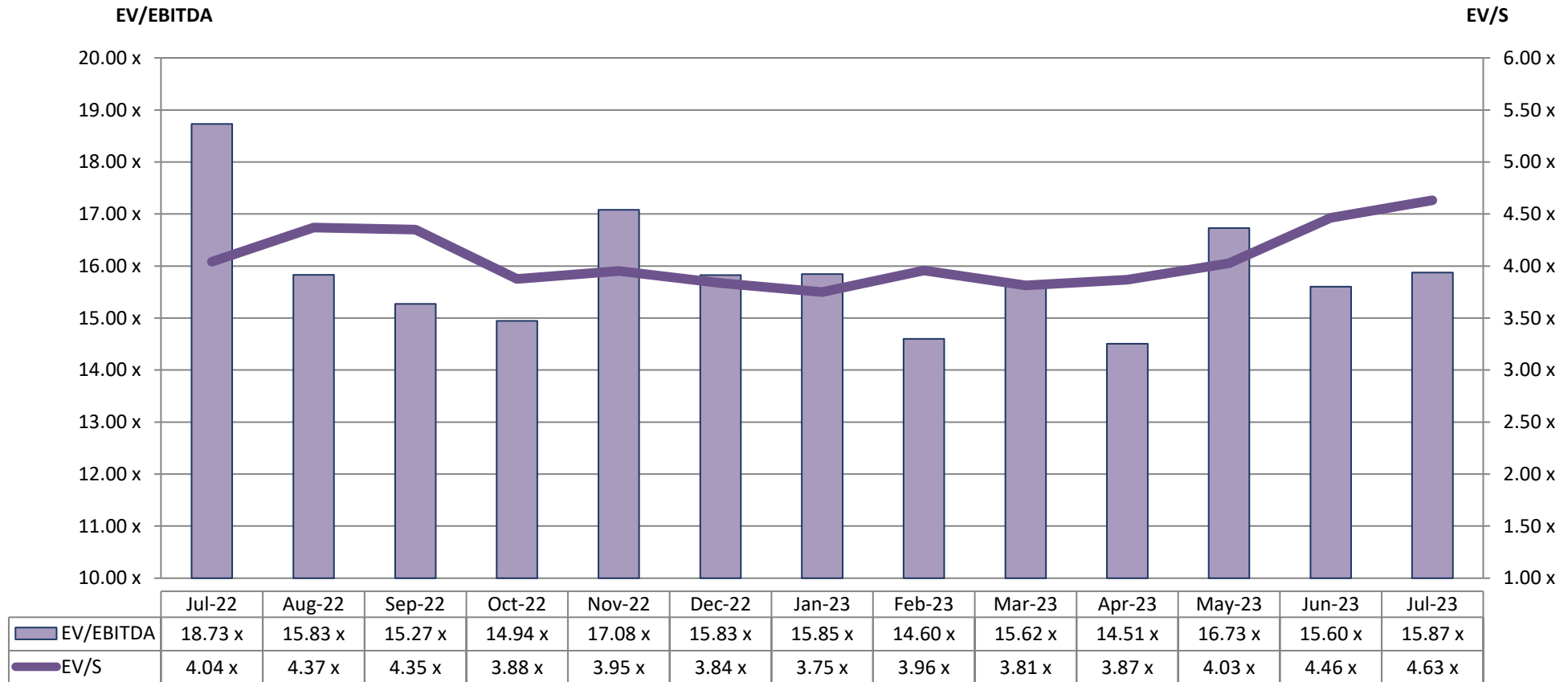
**IT SERVICES**  
**\$6.3B**  
–  
**2 Deals**



**CONSUMER**  
**\$6.0B**  
–  
**2 Deals**



## Public Valuation Multiples





Subsector	Sales	EBITDA		Examples
<b>Application Lifecycle</b>	▲ 5.79x	— 14.8x	▲ ATLISSIAN	New Relic®  Progress®
<b>Endpoint</b>	▼ 4.44x	— 25.5x	zoominfo	Opera  vmware®
<b>Network Management</b>	— 2.11x	— 13.2x	f5®	CISCO  JUNIPER NETWORKS
<b>Security</b>	— 5.75x	— 13.8x	paloalto® NETWORKS	Check Point® SOFTWARE TECHNOLOGIES LTD.  FIREEYE™
<b>Storage &amp; Hosting</b>	— 4.02x	— 32.4x	box	COMMVault®  NetApp
<b>Other</b>	— 3.47x	— 19.1x	Akamai	Appian  twilio



INFRASTRUCTURE  
\$13B – 4 Deals



SOLD TO



**Seller:** Imperva [USA]











**Acquirer:** Thales [France]

**Transaction Value:** \$3.6B

- Database, application & file security SaaS



## Cybersecurity

Seller	Acquirer	Seller Country	Description
 SB CYBER TECHNOLOGIES	 CISO GLOBAL	USA	Endpoint cybersecurity SaaS
 SCADAfence	 Honeywell	Israel	OT & IoT cybersecurity SaaS
 RiskLens®	 SAFE	USA	Cyber risk quantification SaaS
 ORYXLABS	 EDGE	UAE	Cybersecurity threat management SaaS
 Resurface	 graylog	USA	API threats & attack management SaaS





INFRASTRUCTURE  
\$13B – 4 Deals



new relic

SOLD TO



**Seller:** New Relic [USA]

**Acquirer:** Francisco Partners / TPG [USA]

**Transaction Value:** \$6.5B and 6.2x EV/Sales

- Application performance monitoring and management SaaS



## Infrastructure Management



PATCH MANAGER

SOLD TO

**MAIN**

CAPITAL PARTNERS

**Seller:** Patchmanager [Netherlands]  
**Acquirer:** Main Capital Partners [Netherlands]  
- IT infrastructure management SaaS



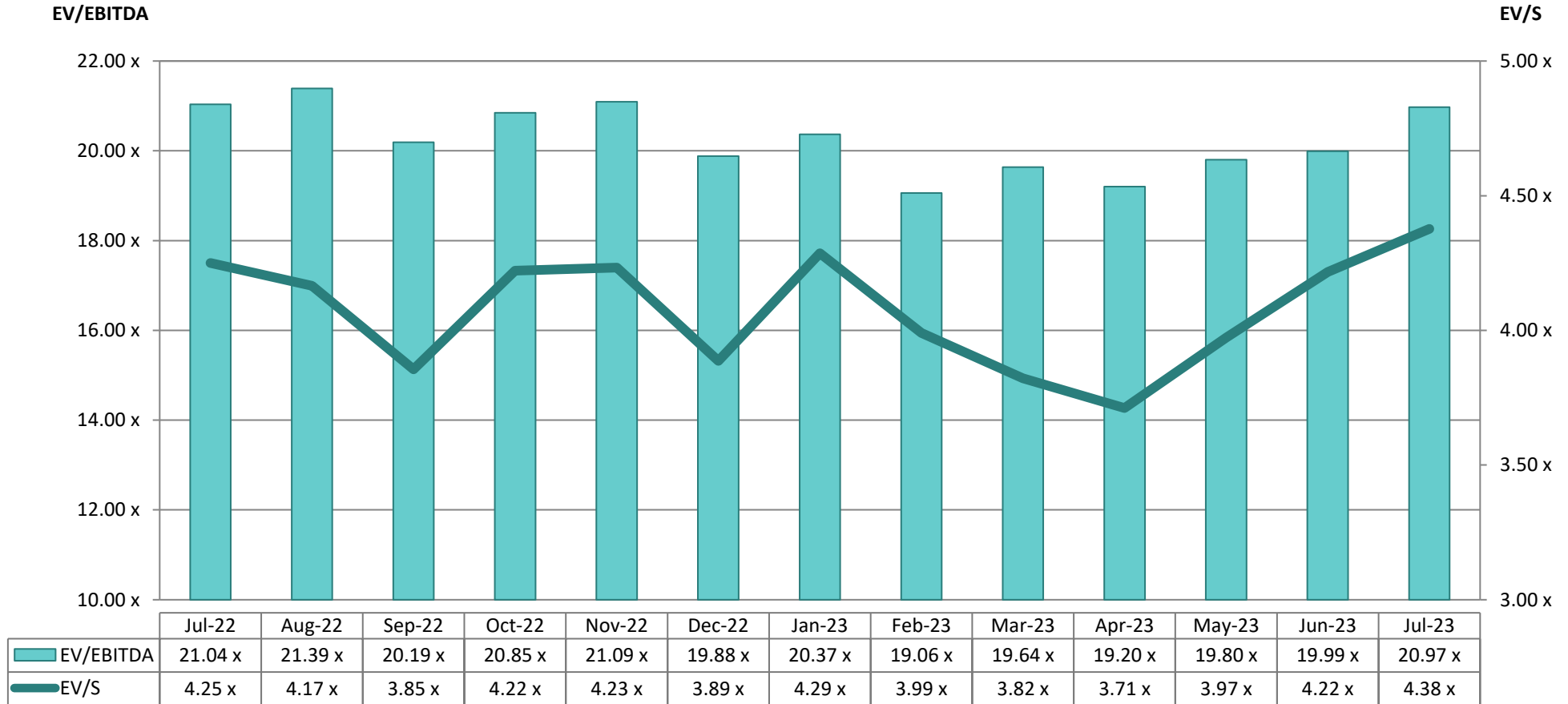
SOLD TO

**DELL** Technologies

**Seller:** Moogsoft [USA]  
**Acquirer:** Dell Technologies [USA]  
- AIOps incident management SaaS



## Public Valuation Multiples





Subsector	Sales	EBITDA	Examples		
<b>Business Intelligence</b>	▲ 5.78x	▲ 24.0x	<i>MicroStrategy</i>	<b>VERINT</b>	splunk >
<b>Marketing</b>	▲ 3.59x	— 20.6x	<b>WIX</b>	bread financial.	HubSpot
<b>ERP</b>	— 4.57x	— 22.2x	<b>ORACLE</b>	PEGA	<b>SAP</b>
<b>Human Resources</b>	— 8.79x	— 20.7x	RECRUIT	<b>PAYCHEX</b>	workday.
<b>SCM</b>	▼ 12.8x	▼ 46.0x	AMERICAN SOFTWARE	DESCARTES	Manhattan Associates.
<b>Payments</b>	▲ 3.01x	▲ 16.2x	ACI UNIVERSAL PAYMENTS.	PayPal	Square
<b>Other</b>	— 4.02x	— 19.2x	NUANCE	opentext™	salesforce



**HORIZONTAL**  
**\$39B – 8 Deals**

**worldpay**  
from FIS



**GTCR**

**Seller:** Worldpay Merchant Solutions [FIS] [USA]

**Acquirer:** GTCR [USA]

**Transaction Value:** \$11.7B

- Online payment processing SaaS



## Marketing Automation



**Seller:** BaliHoo [USA]  
**Acquirer:** Insticator [USA]  
- Multi-location marketing automation SaaS



**Seller:** AdMass [Canada]  
**Acquirer:** Sampler [Canada]  
- Social media marketing automation SaaS



**Seller:** Virality [Italy]  
**Acquirer:** Traipler [Italy]  
- Influencer marketing SaaS



## Customer Analytics



Consumer Panel Business

**Seller:** GfK (Consumer Panel Business) [Germany]

**Acquirer:** YouGov [United Kingdom]

**Transaction Value:** \$342M

- FMCG shoppers behavior analytics SaaS

SOLD TO

**YouGov**<sup>®</sup>

**OPINARY**

**Seller:** Opinary [Germany]

**Acquirer:** Affinity [Hostway] [USA]

- Consumer engagement SaaS

SOLD TO

**affinity**  
HOSTWAY.

**SIGMA**  
DATA INSIGHTS

**Seller:** SIGMA Data Insights [USA]

**Acquirer:** iSOCRATES [USA]

- Customer data analytics SaaS

SOLD TO

**iSOCRATES**



## Document Management



**Seller:** plusmeta [Germany]  
**Acquirer:** Quanos Solutions [Keensight Capital] [Germany]  
- Technical document management SaaS



**Seller:** Validsign [Netherlands]  
**Acquirer:** Visma [HgCapital] [Norway] [USA]  
- Digital signature management SaaS



**Seller:** Simplify eCommerce [USA]  
**Acquirer:** Loren Data [USA]  
- Translation & ecommerce document EDI SaaS



**Seller:** Paperwise [USA]  
**Acquirer:** Dura Software [USA]  
- Document management SaaS





### SCM



TIE KINETIX

**Seller:** TIE Kinetix [Netherlands]  
**Acquirer:** SPS Commerce [USA]  
**Transaction Value:** \$75.8M  
- SCM & EDI SaaS



SPS COMMERCE



PICKUP

**Seller:** PICKUP Now [USA]  
**Acquirer:** Point Pickup [USA]  
- Delivery management SaaS



POINT PICKUP



IDS

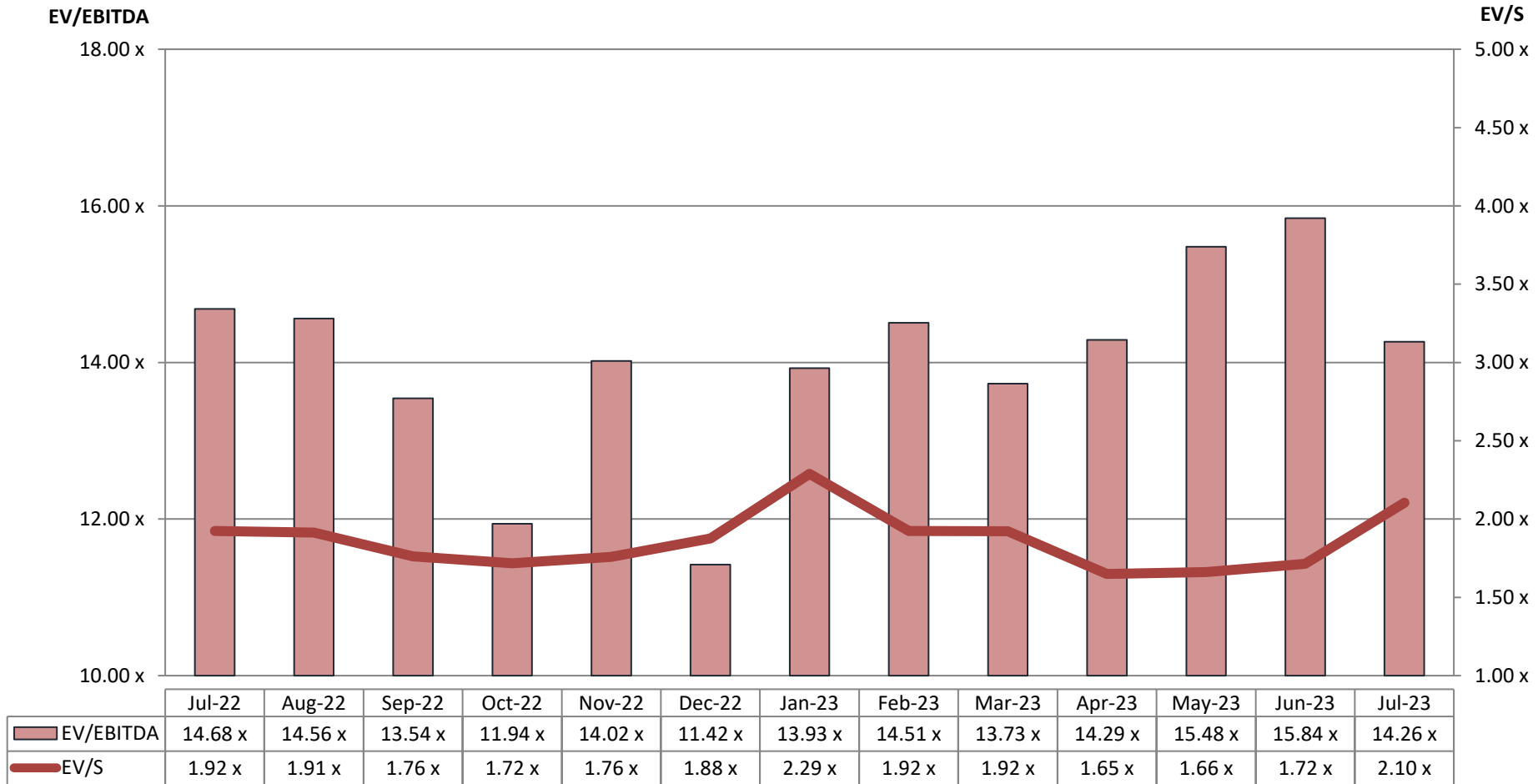
**Seller:** ID Solutions [USA]  
**Acquirer:** Falx Capital [USA]  
- Warehouse management SaaS














FALX CAPITAL



## Public Valuation Multiples





Subsector	Sales	EBITDA	Examples
<b>Diversified Internet</b>	— 3.54x	— 15.6x	Alphabet  
<b>eCommerce</b>	▲ 1.03x	▼ 22.0x	  
<b>Social Network</b>	▲ 1.94x	▲ 4.73x	  
<b>Travel &amp; Leisure</b>	▲ 3.29x	▲ 19.2x	  



## Ticketing



SOLD TO



**Seller:** GoOut [Czech Republic]  
**Acquirer:** Piletilevi Group [BaltCap] [Estonia]  
- Online ticket booking and sales services



SOLD TO



**Seller:** Bilete.ro [Romania]  
**Acquirer:** Piletilevi Group [BaltCap] [Estonia]  
- Online music, sports, and entertainment ticketing services



## Moving and Delivery

*JUST***LORRY**

SOLD TO



**Seller:** JustLorry [Malaysia]

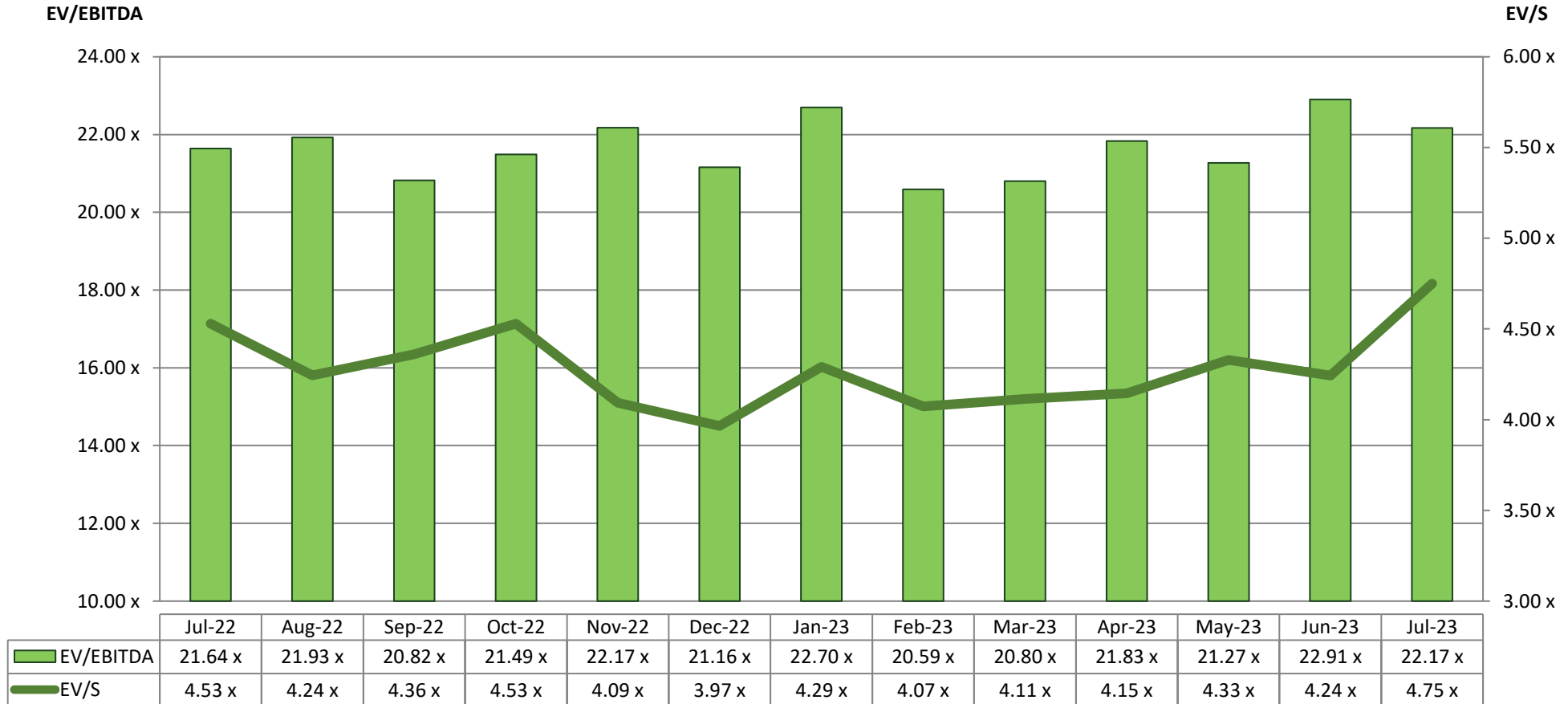
**Acquirer:** SEATech [Malaysia]

**Transaction Value:** \$3.5M

- Online moving & delivery services



## Public Valuation Multiples





Subsector	Sales	EBITDA	Examples		
<b>A/E/C</b>	— 10.4x	— 41.0x	AUTODESK	DASSAULT SYSTEMES	SYNOPSYS®
<b>Automotive</b>	▲ 2.95x	— 18.5x	Autotrader	Scout24	CDK Global
<b>Energy &amp; Environment</b>	▲ 3.97x	▲ 33.4x	IHS Markit	Itron	xylem
<b>Financial Services</b>	— 5.47x	— 18.9x	Broadridge®	SS&C	fiserv.
<b>Government</b>	— 2.14x	— 15.4x	NORTHROP GRUMMAN	L3HARRIS	tyler technologies
<b>Healthcare</b>	▲ 1.96x	— 16.6x	Allscripts™	HealthCatalyst	Teladoc HEALTH
<b>Real Estate</b>	▲ 3.76x	— 61.7x	REDFIN	CoStar Group™	Zillow®
<b>Other</b>	— 4.76x	— 24.5x	AMADEUS®	Rockwell Automation	Sabre



VERTICAL  
\$30B – 8 Deals

**Kahoot!**

SOLD TO

**Goldman  
Sachs**

**Seller:** Kahoot! [Norway]

**Acquirer:** Goldman Sachs [USA]

**Transaction Value:** \$1.7B and 10.8x EV/Sales

- Educational gaming SaaS





## EdTech



**SchoolMessenger**  
powered by West

SOLD TO



**PowerSchool**

**Seller:** SchoolMessenger [West] [USA]  
**Acquirer:** PowerSchool [USA]  
**Transaction Value:** \$300M  
- School unified communication SaaS



SOLD TO



**Seller:** CoachView [Netherlands]  
**Acquirer:** Paragin Group [Main Capital Partners] [Netherlands]  
- Training administration SaaS



SOLD TO



**Seller:** InTouch Receipting [USA]  
**Acquirer:** KEV Group [Canada]  
- School payments management SaaS



## GovTech



**Seller:** Metroquest [Canada]  
**Acquirer:** Social PinPoint [MySite] [Australia]  
- Transportation public engagement SaaS



**Seller:** GTT [AnaCap Financial Partners] [Spain]  
**Acquirer:** Stirling Square Capital Partners [United Kingdom]  
- Public sector tax administration SaaS



**Seller:** Forcepoint (Global Governments and Critical Infrastructure business) [USA]  
**Acquirer:** TPG Capital [USA]  
- Government security SaaS





VERTICAL  
\$30B – 8 Deals



Nextech

SOLD TO



TPG

**Seller:** Nextech [Thomas H. Lee Partners] [USA]

**Acquirer:** TPG [USA]

**Transaction Value:** \$1.4B

- Practice management SaaS



## Healthcare – HR



SOLD TO



**Seller:** Smartlinx [USA]

**Acquirer:** Lone View Capital Management [USA]  
- Healthcare workforce management SaaS



SOLD TO

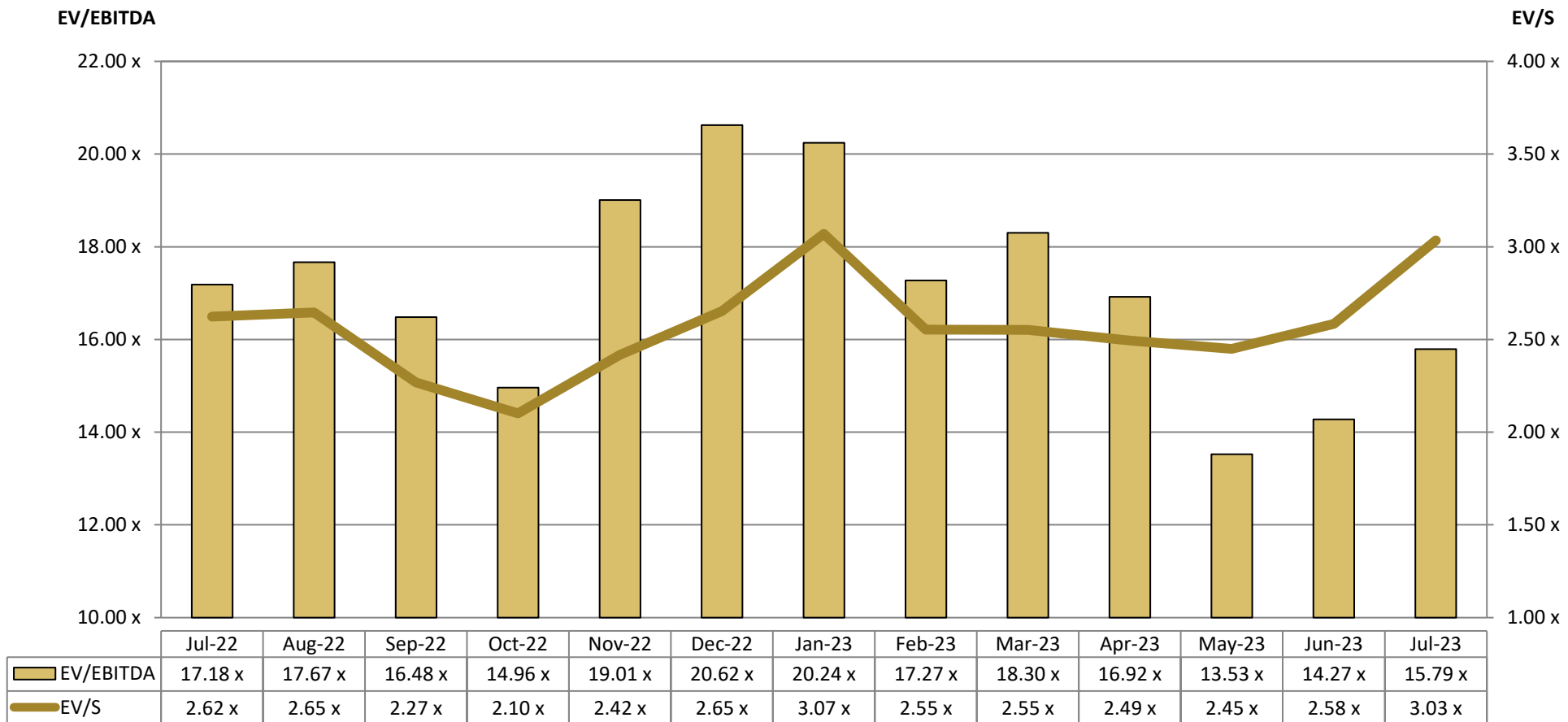


**Seller:** Polaris AI [SwitchPoint Ventures] [USA]









**Acquirer:** Aya Healthcare [USA]  
- Healthcare staffing & scheduling SaaS



## Public Valuation Multiples





Subsector	Sales	EBITDA	Examples
Casual Gaming	▲ 3.29x	▲ 15.8x	EMBRACER+ GROUP  
Core Gaming	— 3.53x	— 12.5x	  
Other	▼ 2.33x	— 34.0x	  



## Games

**TURBULENT**

SOLD TO



**Seller:** Turbulent [Canada]  
**Acquirer:** Cloud Imperium Group [USA]  
- Videogames development studio

**Lucid**

SOLD TO



**Seller:** Lucid Games [United Kingdom]  
**Acquirer:** LightSpeed Studios [Tencent] [Singapore]  
- Video games developer

  
**TECHLAND**<sup>®</sup>

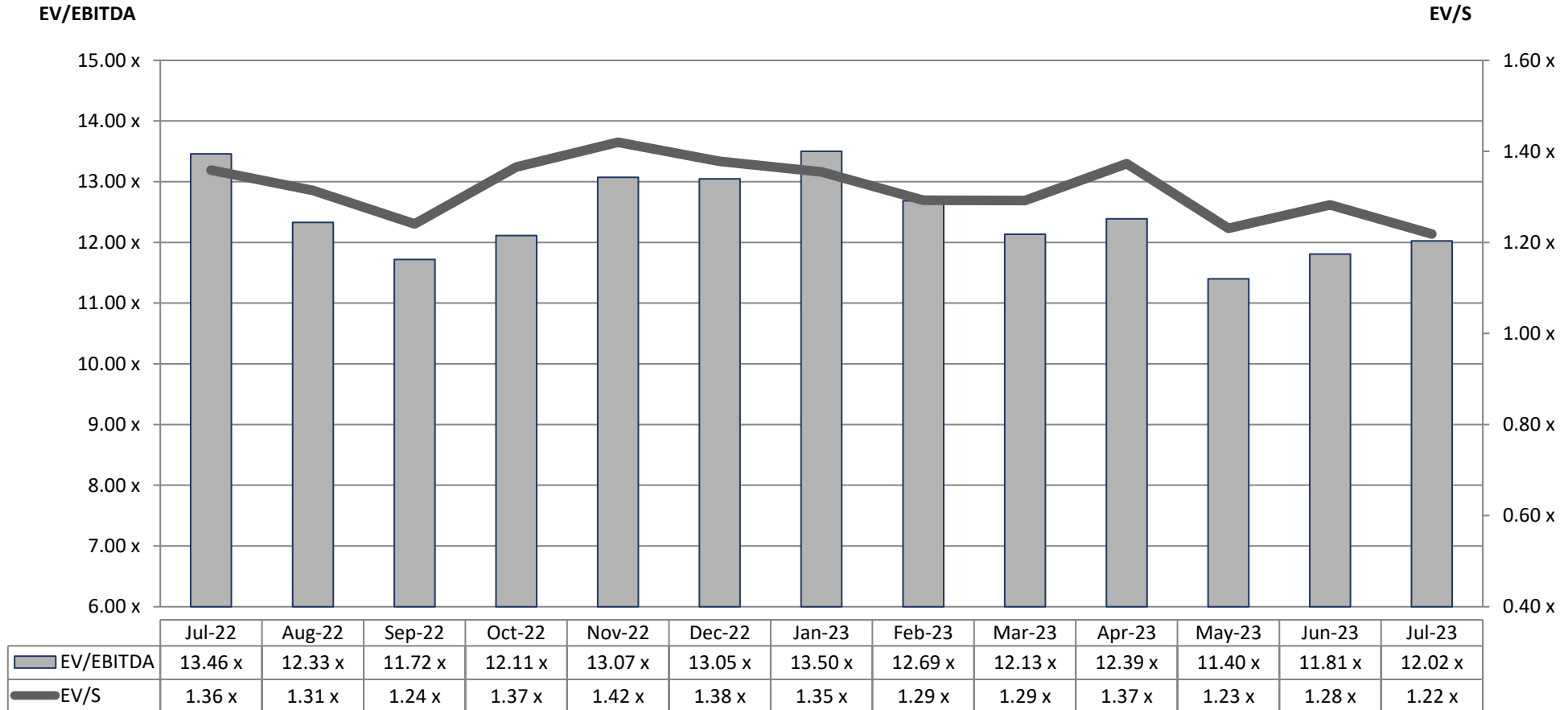
SOLD TO

**Tencent**

**Seller:** Techland [Poland]  
**Acquirer:** Tencent [China]  
- PC games developer & publisher



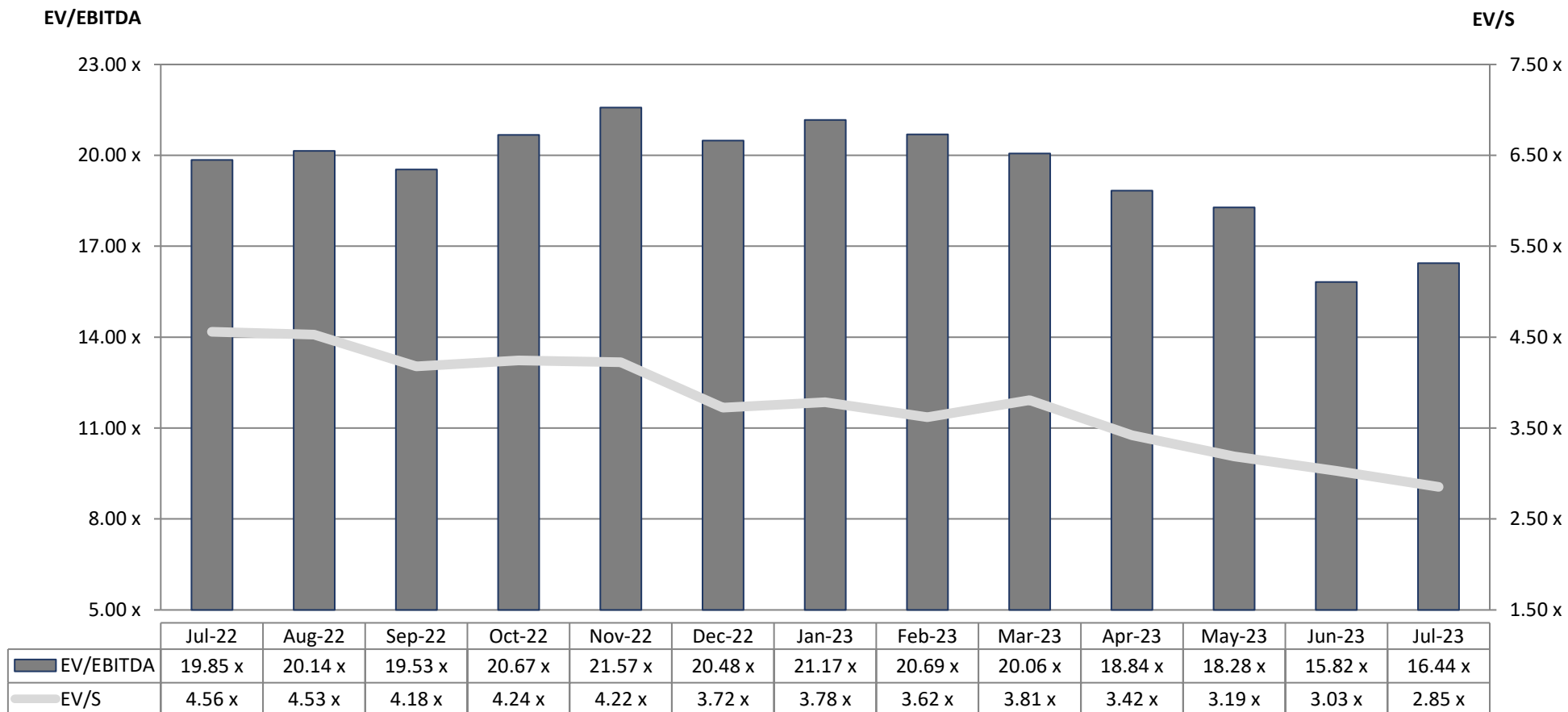
## Public Valuation Multiples






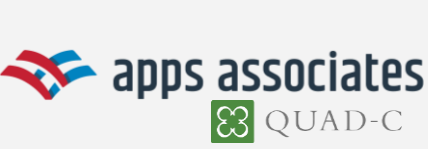










## Public Valuation Multiples





## Focused Systems Consultants

Seller	Acquirer	Seller Country	Description
		USA	Oracle-focused IT application consulting services
		Singapore	Salesforce-focused cloud and IT consulting services
		USA	Microsoft partner consulting services
		USA	Atlassian-focused IT consulting services
		France	SAP-based hosting & systems integration services



## Software Development Services

 Altas Technologies

SOLD TO



**Seller:** Altas Technologies [Netherlands]  
**Acquirer:** IMC [Netherlands]  
- Trading software development services

 sidero

SOLD TO

GlobalLogic  
A Hitachi Group Company

**Seller:** Sidero [Ireland]  
**Acquirer:** GlobalLogic [Hitachi] [USA]  
- Software development & engineering services

Combient/  
 mix COMBIENT

SOLD TO

SILO<sub>AI</sub>

**Seller:** Combient Mix [Combient] [Sweden]  
**Acquirer:** Silo AI [Finland]  
- AI & data competency & software development services

 株式会社 マクロテクノス

SOLD TO

 ICOM

**Seller:** Macrotechnos [Japan]  
**Acquirer:** Icom [Japan]  
- Contract software development services



**Amber Stoner**  
**Vice President**



**Artem  
Mamaiev**  
**Associate**



**Anna  
Lebedieva**  
**Senior Analyst**



**Anastasia  
Angelcheva**  
**Analyst**



**Elena Serikova**  
**Data Researcher**



**Tzvi Kilov**  
**Writer**



# Tech M&A Research Report

Complete Global Market Report  
Available Upon Request  
[info@corumgroup.com](mailto:info@corumgroup.com)

On demand webcast will be  
available at:  
[www.corumgroup.com](http://www.corumgroup.com)

CORUM

# Buyers Corner

## Buyer Differentiation

**Presented By**  
**Sean Fitzgerald**  
M&A Associate  
Corum Group Ltd.



# Buyers have the tools and the talent.

---

But are they able to  
connect with sellers?

**Access to capital and a target  
profile is simply not enough.**



## 1. Understand the Sellers' Needs



# 1. Understand the Sellers' Needs


The needs of the seller go much deeper than simply needing a sale of their company.

Some sellers are looking for legacy preservation, while others need help with a pain point in their business.

**Understanding the sellers' needs may be the difference in getting the deal done.**

## **2. Cutting Through the Static**


## 2. Cutting Through the Static



“I’ve reached out to a handful of companies, but I haven’t heard anything back!”




## 2. Cutting Through the Static



“I receive 5 generic emails a month/week/day from people interested in my company.”



## 2. Cutting Through the Static



“I don’t have time to sift through emails, I’m too busy running a company!”



**How can I cut through all the other  
buyer static to really stand out to  
prospective seller?**

## 2. Cutting Through the Static

Buyers must be able to stand out in a way that makes a seller want to talk with them.

**Form a connection.**

The goal is to **make the prospect NEED to talk to you.**

# The Tip of the Iceberg

Buyer differentiation is the material difference in starting and maintaining meaningful conversations with prospective sellers.





**Contact Us!**

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**Phone: 425-455-8281**

**Email: [info@corumgroup](mailto:info@corumgroup)**

Thinking about doing a raise, then a  
merge?

**Think very carefully about that...**

# Another Raise or Merge?

# Another Raise or Merge?

- Due to market uncertainty, Many startup and growth stage software company CEOs are forced to shore up their capital needs to fund their growth.
- M&A is often considered as an option when the company has reached a degree of maturity and ready for an exit.
- Unfortunately, a lot can go wrong along that journey.



# Doing a Raise:

# You'll give up equity without getting any liquidity.

- If you're raising an A or B round, you can expect to give up to 30% of equity or more.
- Any investment will involve dilution for shareholders raising share prices making eventual sales more difficult.
- Your slice of the pie will become smaller with the more shareholders you have.



# Dilution has a cost.

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- We often encounter CEOs who, after 3-4 funding rounds, retain less than 10 percent ownership, with little incentive left.

# You may lose control.

- New investors may want to add board members to your current group, shifting the dynamics of the board and impacting voting percentages.
- This could have a significant impact if the board is not aligned on going to market for an M&A event.



# Different emphasis on growth.

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- Most VCs will drive an early-stage company to spend their investment on growing, quickly creating the need for more working capital.
- In uncertain economic times like now, they'll be the first to tell you not to worry, that they'll provide additional capital when needed, but forget to add that it could come at a significantly lower valuation (down-round).

# You may end up with nothing.

- Most investment terms have preferred liquidation rights and preferred stock rights, favoring the last investors in, they get paid first.
- This isn't a concern when the ultimate sale price far exceeds the preferred threshold, and there's plenty left to divide among the other shareholders.



# You may miss your optimal M&A window.

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- From the 2000 and 2008 recessions, we learned that tech companies can quickly lose 80% of their value when the market turns and takes 4 to 6 years to regain their peak valuations.
- Many CEOs and founders missed their most opportune exit window then and never recovered.



**Is this a risk that you  
are willing to take?**

# The time burn.

- Raising money is time-consuming, especially for smaller companies.
- Unless you have a significant war chest to survive a couple of years of turmoil, you can become a prime target for vulture capital.



# You may get the board from hell.

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- Your investors may not understand your business and its market dynamics.
- They may challenge you every step along the way, blocking you from making timely decisions, including when to sell your company and for how much.

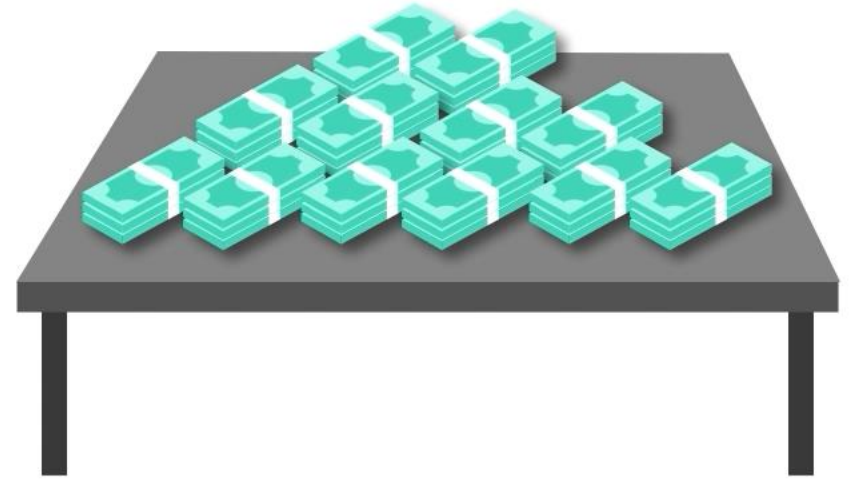


# The M&A Route

# Immediate Liquidity.

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- There is an immediate opportunity for CEOs and founders to take significant money off the table-no need to wait through more years of work and risky promises that may never materialize.





# Higher Valuations.

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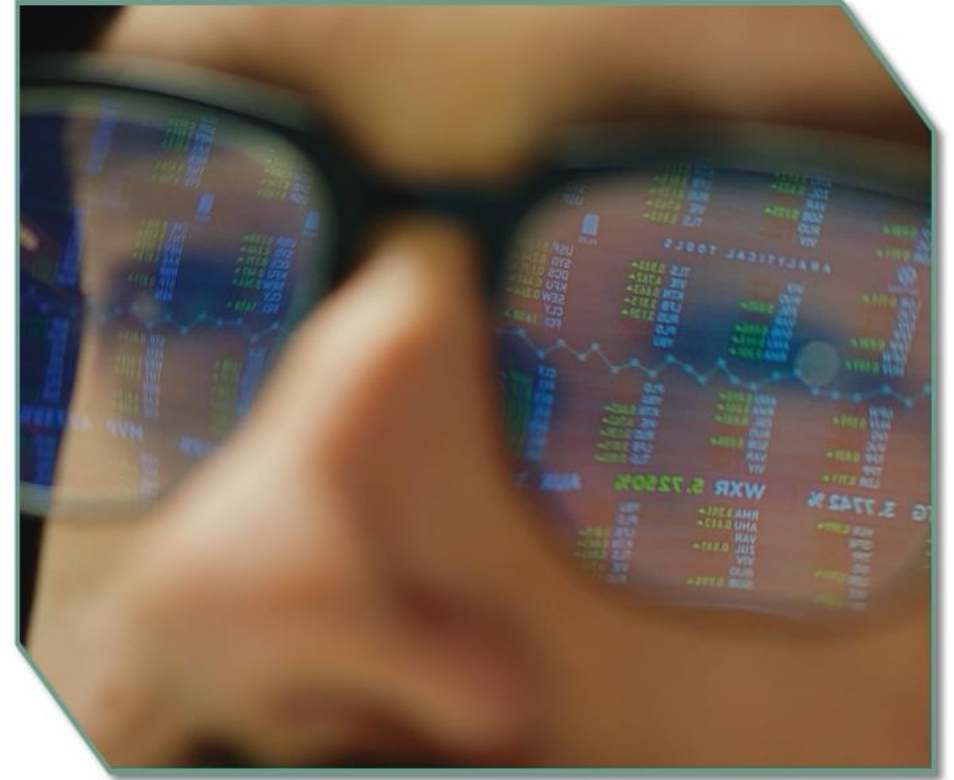
- Running a global process and targeting strategic buyers and PEs will almost always yield higher valuations because of the auction process. Your share price is not pegged to a specific valuation but to what the market will pay.



# Harnessing your full potential.

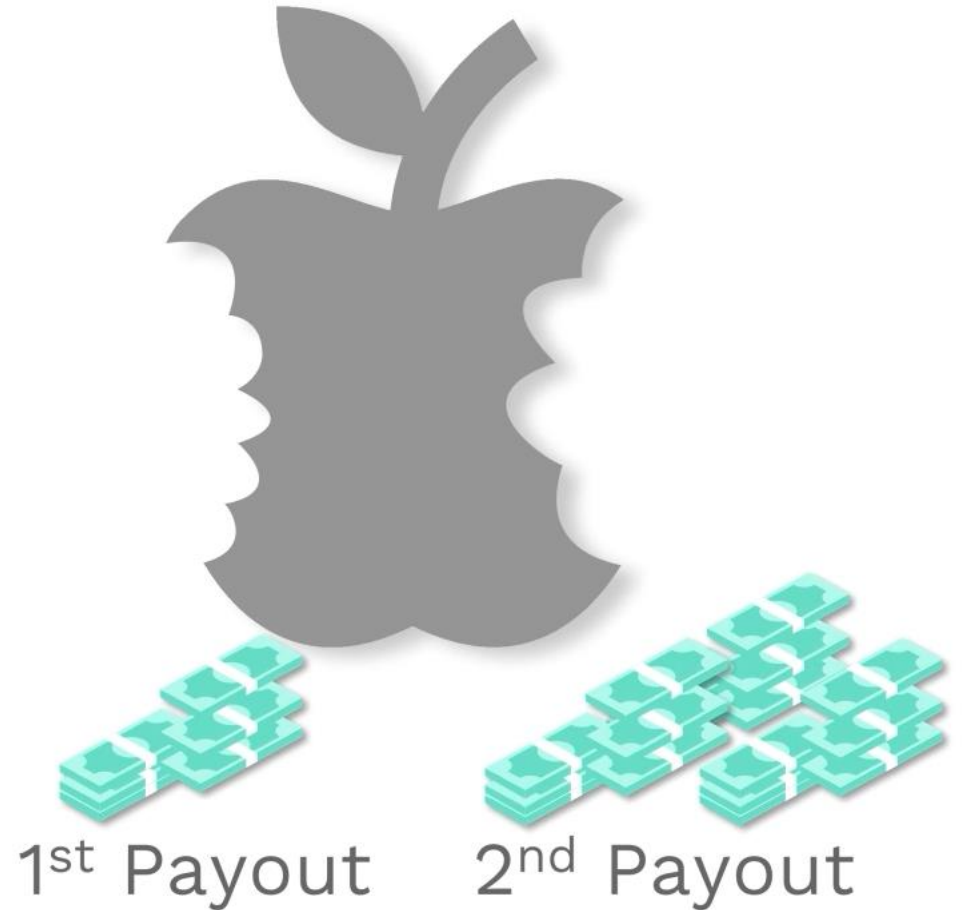
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- Strategic buyers will have certain advantages.
- They are looking for global sales, a marketing footprint and operational resources that they can take out to the market, and they have the user base to make that happen.
- VCs and other capital sources cannot provide.



# A second bite opportunity.

- A common scenario with private equity firms is a 70-90% PE recap where you get a first significant liquidity event and then a second bite from the apple' when the company is resold again by the PE firm.
- The payout of the second event is sometimes higher than the first one.



# Faster outcome.

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- When you are raising and struggling to close a round:
  - **calibrate your value with over 100 prospective buyers**
  - **get a full sale or majority recap**
  - **minority growth round**
  - **venture debt**
- You'll also gain valuable market feedback, with the option to step out of the market should conditions be sub-optimal.

# Valuable Insights.

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- The interactions with the C-level executives of prospective buyers may yield some invaluable insights.
  - **What do they like?**
  - **What don't they like?**
  - **Who else do they see in the market?**
  - **What would make you more desirable?**
  - **What concerns them?**

Conclusion:

**There's never been a better  
time to sell.**

**WFS** EDUCATING  
TECHNOLOGY  
LEADERS

With the improved outlook on the economy, values are going up.

**Corum currently has 20 companies going to market.**

Interested in Tech M&A?

**Contact Us!**

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**Phone: 425-455-8281**

**Email: [info@corumgroup](mailto:info@corumgroup)**



**We welcome your questions!**

**Email questions to  
info@corumgroup.com**

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On demand webcast will be available at  
[www.corumgroup.com](http://www.corumgroup.com)



## MERGE BRIEFING

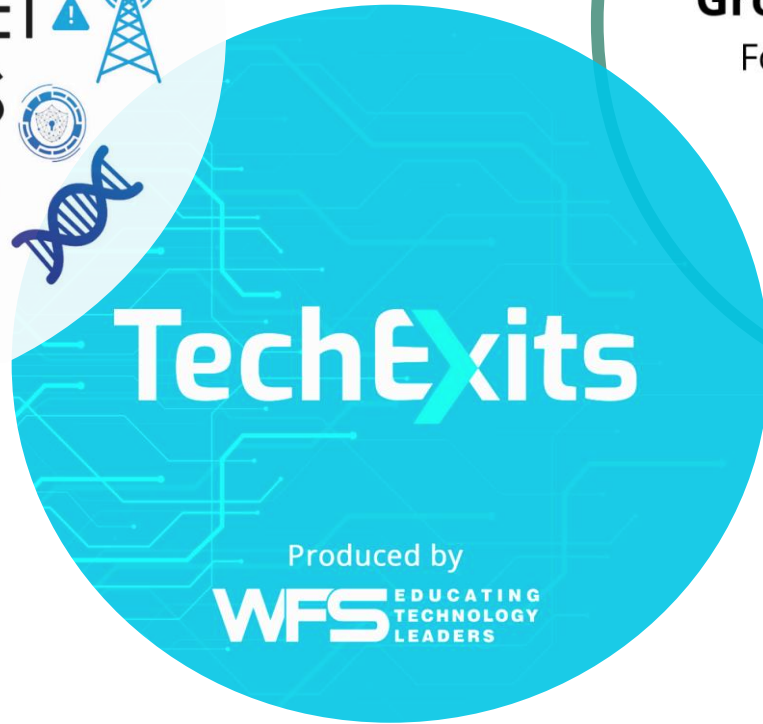


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**Thank you!**