



2019 IT NATION CONNECT - M&A DEAL CRAWL APPLICATION

Introduction and Segmentation

We appreciate your interest in the M&A Deal Crawl.

Please answer all the questions below by **Friday, October 4, 2019**. Applications will be reviewed and participants notified by **Friday, October 18, 2019**.

The M&A Deal Crawl will take place **Thursday, October 31, 2019 from 5:30-7:00 pm**.

Information will be kept confidential to organizers of the meeting. Seller participants will receive a list of Buyer participants following selection. Buyers' information will be shared with Sellers to facilitate matching. **All participants must sign the Non-Disclosure Agreement (NDA)** at the end of this application to participate.

NOTE:

1. Participants are strongly encouraged to **attend the Deal Crawl Prep Session in breakout Round 4 from 4:15-5:15 pm.** ("The Start of the Deal: How to conduct a successful first meeting between Buyer and Seller.") See the agenda for details and bring your one-page Company Overview document to review and exchange.
2. Participants are strongly encouraged to **complete and bring a one page Company Overview document** to review in the Deal Crawl Prep Session and share during Deal Crawl. The format is flexible, though ConnectWise will provide a template buyers and sellers may use or modify.
3. By completing this form **you are NOT registering for IT Nation Connect**. In order to participate in the M&A Deal Crawl you must complete this application and register for IT Nation Connect [here](#).

If you have questions, please contact Arlin Sorensen at asorensen@connectwise.com. Thank you.

* 1. I agree to attend the M&A Deal Crawl on Thursday, October 31 if selected to participate.

- I agree
- I do not agree

* 2. For which role are you applying?

- Seller
- Buyer



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Sellers' Application

* 3. Sellers' Information

Name:	<input type="text"/>
Business Name:	<input type="text"/>
City/Town:	<input type="text"/>
State/Province:	<input type="text"/>
ZIP/Postal Code:	<input type="text"/>
Website:	<input type="text"/>
Email:	<input type="text"/>
Phone:	<input type="text"/>

4. (Optional) I plan to bring the person listed below to the meeting. I understand each participant must sign the Non-Disclosure Agreement (NDA).

Name:	<input type="text"/>
Business Name:	<input type="text"/>
Email:	<input type="text"/>

5. What are the objectives of your potential sale transaction? (check all that apply)

- Pursue new opportunities
- Leave company to employees
- Pursue retirement
- Monetize investment in strong market
- Reduce burnout
- Eliminate partner disputes
- Leave company to family members
- Other

6. In the event of a transaction, what continuing role do you want to play? (check all that apply)

- Leave the business immediately
- Stay for a short period to help with the transition (less than one year)
- Continue to serve in a leadership role or run the company for the buyer
- Open to discussion with buyer

7. What is your top line revenue for the previous 12 months?

- Under \$1,000,000
- \$1,000,000 - \$3,000,000
- \$3,000,001 - \$5,000,000
- \$5,000,001 - \$7,500,000
- \$7,500,001 - \$10,000,000
- Over \$10,000,000

8. What is your year-over-year top line revenue growth rate?

- At a loss or 0%
- 1-5%
- 6-10%
- 11-15%
- 16-20%
- Over 20%

9. What is the profit percentage (EBITDA %) on your revenue for the previous 12 months?

- At a loss or 0%
- 1-5%
- 6-10%
- 11-15%
- 16-20%
- Over 20%

10. For the most recent quarter, what percent of your total revenue is recurring? (MRR - Monthly Recurring Revenue under contract.)

- 0-10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- 51-60%
- 61-70%
- 71-80%
- 81-90%
- 91-100%

11. What is your preferred timing for closing on the sale of your business?

- 1-6 months
- 7-12 months
- 1-3 years
- Over 3 years

12. What deal structure are you seeking? (check all that apply)

- Cash on Closing
- Note from Buyer
- Cash on Earn-Out
- Shares in Buyer's Company

13. What is your Operational Maturity Level©? (As measured through the OML© methodology developed by Service Leadership, Inc.)

- 1.0-1.5
- 1.6-2.0
- 2.1-2.5
- 2.6-3.0
- 3.1-3.5
- 3.6-4.0
- 4.1-4.5
- 4.6-5.0
- I do not know

14. Select the three (3) words below that most accurately describe your company's workplace.

- Fun
- Challenging
- Friendly
- Engaging
- Rewarding
- Collaborative
- Flexible
- Supportive
- Exciting
- Caring
- Family
- Professional
- Busy
- Fast-paced
- Innovative
- Teamwork
- Motivating
- Positive
- Comfortable
- Honorable

15. Do you have multiple locations?

- Yes
- No
- Considering

16. What is your preference for the geography of a potential Buyer? (Assume "in or near" to mean within 100 miles or 160 kilometers.)

- Prefer Buyer is in or near my current location(s).
- Prefer Buyer is not in or near my current location(s).
- No preference as to location of Buyer.

17. Are you willing to meet with a prospective Buyer regardless of the Buyer's location?

- Yes
- No

18. How many serious conversations have you had with potential buyers in the previous 12 months?

- One
- Several
- None

19. Which of these options best describe the status of your due diligence activities in preparation for a sale?

- Don't know what's needed
- Know what's needed; have not started
- In process; less than or equal to 25% complete
- In process; less than or equal to 50% complete
- In process; less than or equal to 75% complete
- Process complete; managing ongoing updates

20. Have you assembled a Seller's Packet of information to aid in due diligence?

- Yes
- No
- Working on it



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Buyers' Application

* 21. Buyers' Information

Name:	<input type="text"/>
Business Name:	<input type="text"/>
City/Town:	<input type="text"/>
State/Province:	<input type="text"/>
ZIP/Postal Code:	<input type="text"/>
Website:	<input type="text"/>
Email:	<input type="text"/>
Phone:	<input type="text"/>

22. (Optional) I plan to bring the person listed below to the meeting. I understand each participant must sign the Non-Disclosure Agreement (NDA).

Name:	<input type="text"/>
Business Name:	<input type="text"/>
Email:	<input type="text"/>

23. What are the objectives of your potential purchase transaction? (check all that apply)

- Integrate acquisition into the existing company; operate from one location
- Integrate acquisition into the existing company; add new location
- Operate acquisition to start a platform of acquisitions
- Operate acquisition with an existing platform of other acquisitions
- Other

* 24. What are the top three criteria you use to select deals? (check three)

- Profit %
- Revenue Size
- Growth Rate
- Consistency
- Geography
- Business Model
- Strategy
- Vertical Market/Client Base
- Customer & Employee Satisfaction
- MRR/Agreements
- Cash & Debt
- # of Principals
- Deal Structure
- People/Skills/Talent

25. What deal structure are you seeking? (check all that apply)

- Cash on Closing
- Note from Buyer
- Cash on Earn-Out
- Shares in Buyer's Company

26. What annual revenue are you targeting? (check all that apply)

- Up to \$1,000,000
- \$1,000,000 to \$3,000,000
- \$3,000,001 to \$5,000,000
- \$5,000,001 to \$7,500,000
- \$7,500,001 to \$10,000,000
- \$10,000,001 to \$20,000,000
- Over \$20,000,000

27. Which of the following annual revenue ranges is your primary target? (choose one)

- Up to \$1,000,000
- \$1,000,000 to \$3,000,000
- \$3,000,001 to \$5,000,000
- \$5,000,001 to \$7,500,000
- \$7,500,001 to \$10,000,000
- \$10,000,001 to \$20,000,000
- Over \$20,000,000

28. What is your annual EBITDA floor or minimum for consideration? (check all that apply)

- Up to \$250,000
- \$250,000 to \$500,000
- \$500,001 to \$1,000,000
- \$1,000,001 to \$2,500,000
- \$2,500,001 to \$5,000,000
- Over \$5,000,000

29. What percentage of recurring revenue as part of total revenue are you targeting?

- 0-10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- 51-60%
- 61-70%
- 71-80%
- 81-90%
- 91-100%

30. How many serious conversations have you had with potential sellers in the previous 12 months?

- One
- Several
- None

31. How many mergers and/or acquisitions have you completed in the previous 10 years?

- One
- Two or Three
- Four or More
- None

32. What is your preference for the geography of a potential Seller? (Assume "in or near" to mean within 100 miles or 160 kilometers.)

- Prefer Seller is in or near my current location(s).
- Prefer Seller is not in or near my current location(s).
- No preference as to location of Seller.
- Prefer Seller is in another country. (Specify country below.)

33. Are you willing to meet with a prospective Seller regardless of the Seller's location?

- Yes
- No



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Accept NDA and Submit Application

All participants must sign the **ConnectWise Non-Disclosure Agreement (NDA)** prior to participating. Please 1) read the NDA below, 2) check the box signifying acceptance, and 3) submit the application.

Non-Disclosure Agreement (NDA) / Confidentiality Contract

This is a contract for confidentiality among the members of the group named above whose purpose is the assistance of connecting buyers and sellers of their businesses. Every member of the group acknowledges the need to keep information shared in the group confidential. Any information shared by a group member with the group about him or herself or their respective business, or even their attendance in the group, shall be considered confidential information not to be shared with any third party. In order to become a group member and maintain membership, each member must agree to protect this confidential information. Information will be kept confidential to organizers of the meeting. Buyers' information will be shared with Sellers to facilitate matching. Information gathered about members of the group cannot be shared with anyone else.

This event is for informational purposes only. It is not, and should not be regarded as advice or recommendation regarding a course of action. All information is provided with the understanding that (i) ConnectWise is not acting in a fiduciary or advisory capacity under any contract with you, or any applicable law or regulation, (ii) that you will make your own independent decision with respect to any course of action in connection herewith, as to whether such course of action is appropriate or proper based on your own judgment and your specific circumstances and objectives, and (iii) that you are capable of understanding and assessing the merits of a course of action and evaluating risks independently. ConnectWise does not purport to and does not, in any fashion, provide tax, accounting, actuarial, recordkeeping, legal, broker/dealer or any related services. You should consult your advisors with respect to these areas. You may not rely on ConnectWise's statements or advice. ConnectWise shall not have any liability for any damages of any kind whatsoever relating to this event.

As a buyer participant in the IT Nation Connect Deal Crawl, we give permission as an interested buyer to place our basic company information on a public website that can be accessed by potential sellers.

As a seller participant in the IT Nation Connect Deal Crawl, we give permission to ConnectWise to contact us with potential buyer information if there is a request that matches our desired outcome based on our profile provided.

As a participant, I agree to update this information annually or whenever a status changes that would cause a material difference in my interest around M&A.

As a participant, I understand that ConnectWise has no liability to any resulting outcomes related to this event, and that all actions around M&A will be my responsibility as a participant.

34. By checking the box below and submitting this application, I agree to the conditions and procedures specified in the above NDA and by ConnectWise in conducting this activity.

I accept the NDA and agree the information is accurate and truthful to the best of my knowledge.

Thank you for completing your application. Applicants will be notified by October 18, 2019.