

Executive Summary

STRATEGIC BRANDING & MARKETING COMPANY - CREATIVE / DIGITAL PROWESS

INDUSTRY

Marketing Agency

LOCATION

Los Angeles, CA

ESTABLISHED / OWNED

2000 / 2000

EMPLOYEES

5 FT Indy Contractors

NON-COMPETE

As negotiated

TRAINING

As negotiated

LEASE / BUILDING

Office / Not Meaningful

SIZE

~1,500 square feet

TRANSITION

Owner will Partner or
Perhaps Remain for 3 Years
@ \$300k/year

FF&E INCLUDED

Not Meaningful

OTHER ASSETS

Goodwill

WORK IN PROGRESS

To be determined (included)

WORKING CAPITAL

\$200k (not included)

RECEIVABLES

\$250k - \$500k
(not included)

EARNST MONEY

\$50k

ASKING

\$2.5 ml. (4.1x)

CONTACT

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SUMMARY

This award winning multi-faceted marketing firm exhibits prowess in brand strategy, creative design and digital applications. Its staffers boast pedigrees from the most prestigious agencies and have received accolades from working with the world's most recognized brands. Although they provide blue-chip quality creative and deliverables, they pride themselves in highly artistic, and often edgy and thought provoking strategic and conceptual content. As a result, the underdog "challenger" brands that they pride themselves in championing are often able to leapfrog the competition by applying innovative content and brand building approaches to their strategy development and long-term campaigns. The team's passion for the industry and unique flair is evident in their often varied but always impressive engagements.

FACILITIES / ASSETS

This burgeoning enterprise is comprised of a close knit team of key staffers, each of whom is season independent contractors in their areas of expertise. The highly dedicated team has low attrition; each member has been on staff for > 3 years. The founder, a key component of strategic development and creative approval, focuses on business development and sales, as well as acting as the team leader to lay out client engagement plans, maintains strategic focus and coordinates each contributor's efforts. Each team member liaises with clients in their respective practice areas.

COMPETITION

Competition is comprised of global agencies with significant bandwidth and a comprehensive breadth of offerings as well as small agencies or single person shops typically with a limited focus (e.g. PR). This firm is able to provide a complete service offering while being flexible and nimble enough to focus their full creative energy and attention on each client's needs. As a result of this and their approach, value proposition and the artistic talent they feel they are unparalleled and that their work is in a category of its own.

FINANCIALS	2018	2017	2016
Revenue	\$1,372,147	\$1,118,301	\$1,755,001
COGS	\$438,161	\$233,249	\$635,202
Rent	\$38,632	\$43,255	\$47,880
Salaries	\$197,175	\$185,418	\$204,709
Cash Flow	\$606,985	\$557,471	\$697,627

GROWTH OPPORTUNITIES

- ✓ Significant opportunity exists but the firm lacks bandwidth to capture it.
- ✓ Ad-on business / services are referred out but could remain in-house.
- ✓ Lacks project management infrastructure to grow team.
- ✓ Ironically, the agency has never marketed its own services.
- ✓ Owner not looking to exit; seeks suitor to assist in taking to next level.