

The Accelerator Journey

Acquiring an established business means owning a valuable asset that is already cash-flowing with a proven track record, existing customer base and brand recognition, which can appreciate in value over time.

There's never been a better time in history to buy a business. The world needs qualified, capable leaders to step up as Millions of Small Business Owners are ready to retire.

PROGRAM PURPOSE

The Accelerator is your entry into the world of Entrepreneurship Through Acquisition. Using the learning modules we provide you will get a complete understanding of what it takes to buy a business. Your Customer Experience Agent is your guide.

This is Your Journey - we give you the learning from experience we have. It is your responsibility to apply it to your plan for identifying, negotiating and closing on a business.

EXPECTATIONS

This is Your Future - Throughout our learning modules, you will be shown, step by step the things you need to know about buying a successful business and making it a win-win for all parties. **Make yourself a plan. Set deadlines. Be disciplined.**




Timeline - Start to Finish can be 8 to 18 months

Successful entrepreneurs are always part of a **Community of peers**. With Acqura, you have this opportunity. Everything about the Community will be explained during your on-boarding. Use it! You will appreciate getting to know others who, like you, are making big life changes.




04 PREPARE FOR CLOSING

Once you reach a **Final Investment Decision**, you will prepare your bank finance package and work with closing attorneys to prepare the legal documents. The deal may have some last minute changes, but you will be on your way to **owning your business!**




03 DUE DILIGENCE

In this phase you will be reviewing as many details as possible about the 'real' business you are considering. Ask questions, Get help. Use the tools and checklists we provide.




02 THE INVESTMENT COMMITTEE

Your first big goal should be preparing to present a deal to the **Acqura Investment Committee ("IC")**. While this is not a formal committee, it is a practical review exercise that equips you for understanding the deal, knowing the numbers, and getting ready to talk to funding sources.



01 THE SEARCH

Finding a target company that fulfills your risk tolerances and investment thesis takes time. Know that you will likely talk to many sellers and brokers before you find the right deal to pursue.



BONUS: Once you present to the IC, you are eligible to join us for a two day workshop where we do deeper dives into valuations, deal structure, the negotiating process, and much more!



The Accelerator Journey

A Deeper Dive

Purpose of this Service

To provide comprehensive training resources, access to On-market deals, and tools to assist you throughout this journey. Our purpose is to help you learn from our training so you can successfully find and choose a target company, move to signed LOI, perform due diligence, obtain financing, and close on an already successful business. In the end, meeting your desired outcome for becoming an Entrepreneur through Acquisition.

What the Accelerator Is and What It Is NOT

- We are here to give access to an exclusive training platform that will show you what to do and what not to do to find, finance, and acquire a business.
- We are here to find the deals that match your investment goals. Your job is to quickly spot and dismiss the bad deals, and push the good ones. You'll do this by setting up profiles on different platforms where deals are listed, making initial contact with brokers who might have leads, and starting conversations with potential sellers.
- We provide personal support via a one-on-one session with an **Acqira Success Coach**. This session is set up well before your IC presentation to help you clearly define your Investment Thesis.
- We also offer weekly AP or mentorship calls with Acquisition Experts.
- After you've reviewed several deals and presented your first deal with our **Investment Committee**, we invite you to attend a live workshop where we'll guide you through the process from submitting your LOI to closing the deal. There's no extra charge for this workshop; we'll cover your accommodations and meals. You'll just need to handle your travel expenses.
- **Note: we are not here to find, filter, and negotiate deals for you.** This is a special service provided only in our **Accelerator+** program where we also work quickly to secure exclusive LOIs for thorough due diligence.
- We are also not responsible for in-depth due diligence. This service is available in our **Transaction Advisory Services (TAS)**.

Your Expectations / Our Expectations

- You should expect us to find available On-market opportunities.
- We expect you to complete all the training we provide and attend the available group calls. This will ensure you fully understand the upcoming steps and stages and are well-prepared for the diligence phase and its key concepts.
- You should not expect us to do the work of vetting, and analyzing deals, or conduct extended due diligence at this stage.
- We expect you to understand your roles and responsibilities in the journey towards acquiring a business. This structure not only promotes accountability but also empowers you to develop the skills and confidence necessary to succeed in your own endeavors.

Points of Contact

Andi Cunanan, your Head of Accelerator, along with **Charles Allen**, your Success Coach, will be your primary contacts throughout your training up to the LOI phase. Please reach out to them directly for any needs or questions. They will also facilitate connections with other members of the Acqira team as needed.

Let's Talk About Accountability

- **Independent Action and Decision-Making:** Given that the Accelerator Program is a “DIY” model, you must embrace a significant degree of independence in your actions and decisions throughout the acquisition process. While the program provides the tools and guidance, the execution and initiative must come from you.
- **Training and Education Commitment:** To maximize your outcome, we encourage you to actively participate in and complete all the training modules provided. This includes attending group calls and mentoring sessions to ensure you fully understand the process of acquiring a business, from the initial deal finding to the closing stages.
- **Deal Evaluation:** While your program provides access to on-market deals in ClickUp, it is up to you to effectively utilize this resource by quickly identifying and dismissing non-viable deals and focusing on those that align with their investment goals. In addition, the training explains how to search on-market opportunities for yourself. We encourage you to do so. Seldom does anyone successfully close on their very first prospect company. Rather, the most successful searches involve several negotiations and pitches to a wide range of sellers.
- **Present to the Investment Committee:** Taking your deals to our internal **Investment Committee (IC)** is the way to gain confidence and experience presenting deals for approval. While this is more a mock funding round with no real money being committed, you will experience the rigor and challenge it can be to be asking a bank or an investor for funds to support your idea.
- **Diligence in Deal Progression:** You are responsible for moving forward with promising deals. This involves preparing and presenting your chosen deals to the Investment Committee, submitting letters of intent (LOI), and actively participating in the due diligence process with the understanding that you are supported but not led through these stages.
- **Engagement and Utilization of Support Resources:** You should take full advantage of the one-on-one sessions with Acqira Success Coaches and the advice and guidance from Acquisition Experts during AP or mentorship calls. This support is crucial in refining their investment thesis and navigating the acquisition process.
- **Attendance and Participation in Workshops:** Become active in our community of fellow entrepreneurs. Join our regular calls and workshops. Share your experiences and learn from others too.

The Accelerator Journey

A DETAILED WALK THROUGH

1 Accelerator Onboarding

- Onboarding Welcome Email, access to ClickUp, Thinkific, and Slack Community, and call with our Success Coach, Charles "Chip" Allen
- Onboarding emails: Review both the AE Welcome email and the Expectations and Accountability email.
 - ClickUp Access: You'll get a comprehensive guide with step-by-step guides, resources, and deal opportunities to support your acquisition journey.
 - Thinkific Training: Log in and get started with the essential training modules that await you.
 - Schedule an Onboarding call with your Success Coach. This will help ensure a smooth transition into our system, discuss where you find deals, what they are, how to manage, set clear expectations, and address any initial questions you might have.

4 Investment Committee

The Investment Committee Call: You will present a potential business acquisition along with detailed research you've compiled on the company. The committee, made up of financing and operations experts, will closely review your findings, point out any issues, and assess the merits of the acquisition. They'll give you important feedback on different parts of the deal to make sure it fits strategic goals and keeps risks low before proceeding. Once the Committee reviews your deal and gives feedback, they'll check how well it matches your investment thesis and assess the strength of your thesis. This will help you fine-tune your investment thesis to make sure you find the best business for your goals.

5 AE Workshop

After presenting your first Investment Committee presentation, you will be invited to join a live workshop covering the steps from submitting your **Letter of Intent (LOI)** to closing the deal. You will sit with members of the Acquia Leadership team, reviewing the way deals get done and answering questions in a much more in-depth way.

2 AP Group calls with our CEO and other acquisition experts

Start immediately joining in on the weekly calls and other special office hours virtual meetings we host. Get active in the Slack community too to post questions and gain insights from others.

3 Develop and submit Your Investment Thesis

On-market deals will be available after you submit your Investment Thesis (Screening Criteria Form in Thinkific). You will go through deal discovery and outreach. This requires setting up and maintaining profiles on relevant platforms, initiating contact with brokers, and engaging with potential sellers.

HINT - don't limit your search. Review for Off-market deal search too. If the whole concept of deal searching sounds too overwhelming, we can help. Our Off-Market Deal Desk is available to AEs who upgrade to Accelerator+, the "done with you" system for identifying the best deals.

6 LOI Phase

The Success Coach will continue monthly check-ins until you've completed your IC and/or have a signed LOI. Depending on the deal, you might need to issue an LOI or have a call with the broker/seller. For on-market deals, a broker/seller call might be necessary before the LOI is countersigned.

HINT - You need to be the ideal buyer for this business, and build a strong rapport with the seller.

7 Countersigned LOI to Closing

Your training program includes all of the steps, templates, and guides you may need to self-direct the remaining steps for closing on your deal. However, if the volume of tasks becomes too great, we offer our Transaction Advisory Services (TAS). With TAS you are also introduced to the Acquia Marketplace of service providers who can support your next steps all the way to closing.