



Chillin',

Acquisitions made easy.

NAPKIN™

We buy strategic businesses that accelerate the ecommerce lifecycle.

This means PPC, SEO, SEM, SMM, CRO, UI/UX agencies, marketplaces, front/back-end developers, copywriters, lead generators & more...



We bring all services together to provide **one roadmap** for our clients.

NAPKIN™

We're acquiring elite digital service companies to grow with us to IPO.

What we look for

Talent

Your team consists of elite talent with a strong portfolio and/or industry accolades.

Revenue

You have profitable revenue and will absolutely win with more funding & support.

Customers

You have great customers that will stick around paying you, and a forward pipeline.

Future-Focused

You want to grow with us for some time before fully exiting to maximize profit.

Culture

Your team has passion, clear purpose, integrity, and pure devotion to the art or craft.

Diversity

Teams with diverse social and ethnic backgrounds, orientations and beliefs.

What resonates with us

“When we lose the right to be different, we lose the privilege to be free” –**N. Mandela**

“I ain't here for a long time, I'm here for a good time” –**George Strait**

“The greatest leaders are the greatest servants.” –**Bill Johnson**

“Ask and it will be given to you; seek and you will find; knock and the door will be opened to you.” –**Matthew 7:7**

“Profit with purpose” philosophy. –**Andrew Kuper**

Aim at heaven and you will get earth thrown in.
Aim at earth and you get neither. –**C.S. Lewis**

“Not all who wander are lost” –**J.R.R. Tolkien**

“Dreams pay my bills.” –**Achille Forler**



NAPKIN™

Step one.

Answer these questions.

1. What is your URL?
2. What is your business legal name and/or any trade names?
3. What date did you launch the business?
4. What currency are you using to report financial data?
5. What is your founder's LinkedIn URL and/or any personal websites?
6. What is the legal registered address for the business?
7. Can you please provide your background?
8. A brief overview of what your business does?
9. How much did you invest into your business?
10. What is your annual recurring revenue?
11. Who are your top 3 competitors?
12. Can you describe the tasks that you and your team perform to run the company?
13. How many customer support tickets does your business receive each day/week/month?
14. How many minutes on average does each take to fully resolve?
15. What is your business model and pricing?
16. Who currently maintains and updates your software?
17. What was total revenue last month?
18. What was total profit last month?
19. What was your last 12-month's revenue? (Trailing 12 Months)
20. What was your last 12-month's profit? (Trailing 12 Months)
21. What was total revenue for 2020?
22. What was total profit for 2020?
23. How many customers do you have?
24. How many customer emails do you have?
25. How would you grow it if you stayed within the business?
26. What technology stack is your business product built on?
27. Do you have a way of verifying revenue?
28. Do you have financial statements such as P&L, balance sheet, statement of cash flows?
29. Who is your target customer?
30. What are the most important marketing strategies for your business?
31. What kind of support can buyers expect from you post-sale?
32. Any other key assets included in the sale?
33. Why are you looking to sell?
34. Would you be willing to sign a non-compete?
35. Please confirm this is a sale of 100% ownership of your business.
36. How long are you willing to stay at the company after selling?
37. What are your strengths as a company?
38. What are your weaknesses as a company?
39. What is your asking price to sell the company?
40. What is the best way to contact you?

Step two.

Become a black sheep.

If you continue on this journey, you may become one of us.



NAPKIN™

Step three.

Fill out a giant checklist.

1. Download our excel “due diligence checklist” at bit.ly/napkindiligence
2. Fill it out the best you can and submit to us to start the process
3. Schedule a Zoom call for missing items Q&A: calendly.com/napkininc

If we love your submission, we'll get back to you asap with **an offer**.

Receive an offer.

1. An offer letter will come in the form of a “Letter of Intent” (LOI)
2. Once you accept and sign the offer, we'll complete the due diligence process by going through all of the remaining items of the checklist together
3. Legal documents will come through over the following days/weeks and we will “complete the transaction”.

Get stock.

1. As the transaction completes, you'll be added to our cap table
2. Once the lawyers, bankers, and PR people are done, we can start working together to build and grow revenue, integrating your company with our founders, staff, clients, and the entire Napkin ecosystem.



NAPKIN
Start somewhere.