

Michael Palmore Search Brief

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Objective

Acquire an enduringly profitable, slowly growing small business in a niche industry.

Buyer Profile

Young ... Experienced ... Combat Veteran ...with a Down Payment

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- MBA, B.S. in Supply Chain Management from Arizona State University
- 5 years military officer experience (US Air Force)
 - Cyber Operations Officer
 - Leadership, people, project & technology management, strategy development
- 8 years corporate management experience (Shell Oil Company + Saudi Aramco)
 - M&A, category management, business development, operations, manufacturing, supply chain management, business process outsourcing
- 2 years start-up experience (Element Innovations)
 - Product development, financial management, capital raise, marketing, business planning, investor relations, operations

Target Small Business Profile

- Criteria:
 - Internet Based
 - SAAS
 - Service
 - Government Contract
 - Industrial / Business Services
- Cash Flow between \$750k and \$2.5MM
- 2+ years in operation
- Meeting minimum SDE for 18 months
- Favor asset sale vs stock sale
- Generally industry agnostic
 - Niche industry
 - Few competitors
 - Slow & consistent growth
 - Low customer churn rate
 - Low customer concentration
- Prefer B2G or B2B, but open to B2C
- SDVOSB and VOSB eligible
- Profit Margin > 20%



Search Parameters

- Buyer Capital: \$500K+ liquid funds
- SBA preferred
- Location Preference:
 - Remote
 - Metropolitan Texas & Northern Virginia
- Exit:
 - 5-10 years
 - Roll-up Eligible