

Crest Point Training Manual



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1. Search Funds - Overview

1.1 General Overview

Conceived in 1984, the search fund is an investment vehicle in which investors financially support an entrepreneur's efforts to identify, acquire and manage an existing private company. Over 170 search funds have been raised to date across the US and internationally.

Before initiating the search it is important that you understand the process and the general statistics associated with the search. A search is built upon sourcing companies, both proprietarily and opportunistically. Proprietary are leads that we identify and source directly. These can be cold sourced leads or leads that we are given through an associate or other resource. The key to proprietary is that we have identified the industry and/or sub-industry and thus initially prequalified the lead. These are leads to whom we send our personalized email campaign which are then followed by our USPS mail campaign.

Opportunistic represent leads outside our scope of focus but still fall within the general industry and/or interest of the search fund. These are leads we expect no response from and are targeted in a sweeping email campaign that is sent out twice a month.

Intermediary represents another channel we utilize to identify leads. While you will not be directly handling any broker communications you may be asked to look through a CBR (Confidential Business Review).

The success of a search fund is based largely on three factors when sourcing leads:

- 1) The number of leads. In all, this is a numbers game. Our training program is designed to help you source quickly and efficiently and not to be held up on smaller details.
- 2) The quality of the leads and information related to that lead.
- 3) A strong industry and sub-industry focused search.

In the beginning you may find it more difficult to source leads but as you begin to familiarize yourself with the resources available you should become more comfortable with sourcing. Please refer to this manual for any problems you encounter along the way.

This is a marathon not a sprint.



1.2 The Crest Point Team



Principal - Bramley Johnson

Before founding Crest Point, Bramley worked in a variety of roles in the entertainment business. He worked on projects that ranged from five-figure budgets and teams as small as eight to multimillion-dollar projects with over one hundred personnel.

He has been directly in charge of negotiating talent and crew contracts, managing budgets, sourcing locations and executing projects from inception to completion. He also helped found the critically acclaimed Downtown Film Festival – Los Angeles

In 2011 Bramley left entertainment to pursue his Executive MBA at the Peter F. Drucker School of Management. While there he founded the Entrepreneurship and Venture Capital Club. In 2012 Bramley won election for class president and proceeded to implement the largest changes to processes and programs in over a decade, and they are still in place today.

In his free time he is an avid deep country ultralight backpacker, a photographer and a skier.



Senior Director - Phil Leathers

Phil Leathers is a graduate of Southwestern Law School and is currently pursuing his MBA at The Peter F. Drucker School of Management. After spending 3 years during law school working as a law clerk at Frye & Hsieh LLP, his interests shifted from business law to finance. Phil's current professional interests are in venture capital, private equity, search funds, wealth management, investment banking, and entrepreneurship.

Prior to pursuing his JD MBA, Phil worked at a small video production company with a wide range of duties spanning from grip to assistant editor. In his free time he is a musician, martial artist, and casually enjoys playing basketball, bowling, and hiking.



Senior Director - Matthew McMahon

Matthew McMahon was raised in the Washington D.C. area where he attended St. Anselm's Abbey School. He went on to pursue his college studies at Tulane University and Saint Mary's College of Maryland. Upon receiving his B.A. from St. Mary's in 2010 he moved to New York City.

After working in the Real Estate Industry for nearly two years he was accepted for graduate study at Claremont Graduate School of Politics and Economics. While there, he served as a senior research associate and laboratory manager at the Center for Neuroeconomic Studies, a member of the Pomona College chapter of Building Leaders On Campus, a founding member of the executive board for the National Society of Leadership and Success, and a participating member of the Entrepreneurship and Venture Capital Club. He was awarded the CGU research fellowship 3 years in a row, and the Gordon Getty Fellowship for research importance and academic excellence.

Matthew has also worked as a freelance economic consultant and data analyst in the fields of valuation and neuroeconomics. In addition to being the Senior Director of Crest Point he is currently a Ph.D. Candidate in Economics with a focus international commerce, finance, and development.



1.3 Crest Point Expectations

We want to be clear with our expectations of you. Here at Crest Point you will find that you have a fair amount of freedom. We will not be micromanaging your day and we will not be looking over your shoulder to make sure you're on task. You were selected because you are a self-starter and you understand that you will get out of this what you put in.

We have one main expectation of you during your time with Crest Point: We expect you to source a minimum of 15 leads per week. It is understood that some weeks will be better than others; however, this should be your goal every week.

Additional guidelines while working at Crest Point:

- 1) **Commitment:** You are expected be present from the “Start Date” through to your “End Date”. Your commitment is critical to our team’s success. If you would like to remain on past your “End Date” please speak with one of the Directors.
- 2) **Culture:** Understanding culture is a fundamental part of working at any company. Highlights of our culture include consistently acting with the highest level of integrity, treating each person with respect, and keeping all information surrounding transactions confidential. It is expected that you will act within these expectations of culture and be a strong representative of Crest Point in front of other teammates and clients.
- 3) **Confidentiality and Non-Disclosure Agreement:** As part of your role you will be required to sign a Non-Disclosure Agreement. You are expected to keep all of the information you hear and see at Crest Point confidential. This means not sharing any information in written or verbal form with anyone, including your friends, classmates, or family.
- 4) **Workday Commitment:** You are expected to work a minimum of 17 hours a week, and the majority, if not all, will need to be in the office. We also recommend coming into the office because this is where you will get the most out of your experience.
- 5) **Computer and Internet:** Internet will be provided within the Crest Point office; however, you are expected to utilize your own computer for the purpose of research.
- 6) **Dress Code:** Casual dress (i.e., jeans and t-shirts) is acceptable in the office. Shorts or tank tops will not be permitted. When meeting with clients, you are expected to wear business suits.
- 7) **Meals:** You are expected to bring your lunch each day. Going off-site is also acceptable. A refrigerator will be available within the office building. Occasional lunches will be provided complimentary of Crest Point.



- 8) Keys: You will be given a key and a keycard for the building. Please keep these safe and do not allow anyone else, including team members, to have access to them.

Lastly, you should always feel comfortable and free to ask questions. We are happy to help guide you in areas you don't understand or areas you want to learn more about.



1.4 References & Resources Regarding Search Funds

Below you will find references that cover general information as well as best practices for search funds. This information covers details of what a search fund is, what it does and how it functions. This reading is optional but highly recommended. All of these are available on the Google drive.

Reference & Best Practices Resources:

- “A Primer on Search Funds”, Stanford University 2013
- “Search Funds: Death and the Afterlife”, Kessler and Ellis 2012
- “Search Funds: Best Practices for the Search Phase”, Stanford University 2014
- “On raising a search fund and the search for a company”, Thomson 2014, Stanford University
- Guide to Management Buy Outs
- Sample Due Diligence Checklist
- Jim Stein Sharpe Blog (www.jimsteinsharpe.com)
- Stanford’s Search Fund Site (<http://www.gsb.stanford.edu/faculty-research/centers-initiatives/ces/research/search-funds>)
- IESE Search Fund Site (<http://www.iese.edu/en/faculty-research/research-centers/eic/search-funds/>)



2. General Account Information for Crest Point

2.1 Account Access Information

This section contains general login information for all the systems you will use to organize and track leads, as well as perform outreach. Take some time to log in and familiarize yourself with these systems.

Wifi (Office Use Only)

Crest Point

Password: crest2015point

Reference USA Log-in

URL: <http://cityofpasadena.libguides.com/DatabasesLibrary>

Card#: 2909016456384

Google Drive

Crestpointllc@gmail.com

Password: See in office sheet

In the Google Drive you will find all electronic documents including: The Electronic Signature, Company Outreach Letter, Intern Company Breakdown Sheet, Search Fund Primer, Crest Point One Sheet, Crest Point Company Checklist, Crest Point Company Worksheet, Crest Point Logo, and Search Fund Best Practices Form.

CRM

www.lessannoyingcrm.com

Password: See below

Your Crest Point LLC email address will have a starter link to your CRM account. Click it and create your own password.

Email

www.godaddy.com, Domain: @crestpoinllc.com

Slack Messaging

You will be invited to the Slack channel via your email address. If you do not receive an invite, please let us know.



3. Industries & Criteria

3.1 Industry Information & Metrics

It has been argued that the best results come from a strongly focused industry search. Crest Point subscribes to this idea. As you will see, we have selected industries that we are sourcing from. Within these industries are sub-industries - very focused areas that we source our leads from. For example in an industry such as Education there would be sub-industries such as training schools, certification classes, CRM education management, digital and hard file management systems and storage. As you can imagine the list can be quite long.

We encourage you to continue to think of new possible industries and sub-industries and bring them to our attention. Keep in mind that there are some clear industry metrics that should be considered when thinking of new industries:

- B2B
- Service Orientated
- Low CAPEX
- Easy Learning Curve
- Growing Industry (Typically greater than 5% per annum and no lower than 2%)

IBIS World is a good resource for broad industry reports.

3.2 Company Criteria Metrics

A search fund's acquisition success is highly dependent on the company's financial criteria prior to the acquisition. There are also other specific areas a searcher should look for when evaluating a company. At Crest Point we are looking for companies that fit the following criteria.

- Service Businesses
- Privately Held
- Recurring or Repeat Revenues (The revenue stream revolves around a subscription or similar contract structure, or the business has an inherent repeat business)
- Low CAPEX (Capital expenses are low and stable)
- 2-3 years of growing profits (Company must be profitable and established for more than 3 years)
- Annual Revenues between \$3M-\$30M
- Minimum EBITDA of \$1.5M
- EBITDA Margin of 15%+
- Gross Margins of 20%+



- Simple Operations (An easy but rough way to determine this is by the value of revenue per employee, preferably greater than \$100,000/employee)
- CEO Age. Older CEOs are more likely to be looking to sell their business than younger CEOs.



4. Resources For Finding A Business

4.1 Public Resources (Free)

- Dsbs.sba.gov – U.S. Gov’t Dynamic Small Business Search
- Local Newspaper’s Classifieds (Digital or Print)
- Trade Show Listings (see www.absoluteexhibits.com for example)
- A National Industry Association’s Conference Program
- Google Searches (Maps and Keyword)
- Reference USA (available for free with participating public library)

4.2 Pay For Use (Academic)

- Hoovers
- Thomson ONE Banker (many databases i.e. Investext)
- Wharton Research Data Services

4.3 Pay For Use (Commercial)

Please do not spend any money on buying these services, as **Crest Point will not reimburse the cost.**

- Dun and Bradstreet
- Avention – OneSource Global Business Browser
- S&P Capital IQ
- Orbit



5. Proprietary Search and Reports

5.1 Proprietary Search In General

Crest Point focuses on a proprietary search model that allows us to identify possible acquisition targets that are not currently being marketed for sale.

Your job at Crest Point will be to source roughly 15 leads a week. In order to meet this goal you're going to need to understand how to search for and then research a company.

First there is the industry. Most of the time you will be researching within an industry that is assigned to you; however, occasionally you may be asked to explore industries on your own. It is important to keep an open mind. One should pay attention to new trends that could affect an industry, look at industries that other search funds have targeted, talk to industry leaders for new information, and use databases to see which companies match our criteria. Paying attention to this information will allow you to identify industries that are not being explored but may be lucrative.

After identifying an industry that matches the general criteria, you must then go about identifying sub-industries. You will find that every industry can be broken down into sub-industries, and it is important that we are as specific as possible. Make sure to always keep an electronic copy of the sub-industry list.

Once the industry and sub-industry of interest has been identified, a company list must be generated. Typically we will be providing you with these lists; however, there will be times where you will need to generate your own list. In order to do so you must look for sources from which you can build and/or obtain a list of companies. Some of the best places to locate these lists are:

- Hoovers Industry Code Lists
- NAICS Codes
- SIC Codes
- Trade Show Listings
- City Chamber of Commerce
- Local Newspapers
- Online Business Forums
- Google Keyword Searches
- Google Map Searches
- Select Academic Databases



Once you have found a sizable list of companies, we can use databases to cross-reference the companies and find the relevant financial information. The recommended databases are:

- Hoover's (<http://www.hoovers.com/>)
- Manta (<http://www.manta.com/>)
- WRDS (Wharton Research Database) (<https://wrds-web.wharton.upenn.edu/wrds/>)

Here you can usually find revenue, number of employees, year of founding, and other preliminary financials. You will usually not find EBITDA, profits, and gross margins. It is okay if you can't find them but make sure you spend time to investigate all possible sources.

You will also want to spend some time doing preliminary research. Make sure to research whether or not the company has received investment from Venture Capital (VC's) or Private

Equity Groups (PE Groups). We are not interested in companies that already have large investment partners. News sources and crunchbase.com are two places to search for recent funding.

In addition to this, we want to know details about the following:

- Who is the owner?
- What is the corporate structure (LLC, Corporation, etc)?
- What kind of revenue structure have they built?
- How does this company fit our criteria?

Be prepared to produce a half-page to a one-page summary that discusses these things and comments on the criteria for every company you source. The next section describes the information that is required in the CRM.

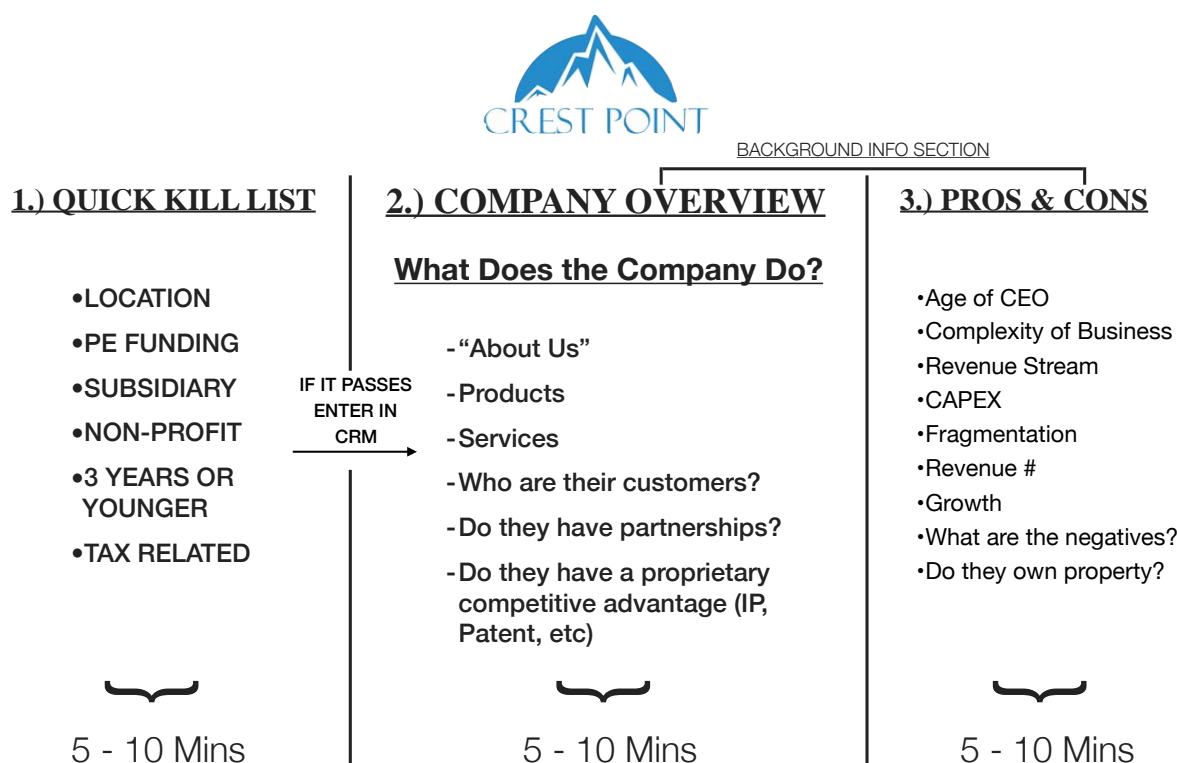


5.2 Proprietary Search Process/Background Info

The diagram below illustrates how you should approach the proprietary search process. There is a larger copy in the appendix of this manual for your workstation. Notice that the first step is to quickly identify details about the company that require us to reject it as a target immediately. These details are your “Quick Kills.” Please refer to the map for selected geographical locations (zones 1 & 2).

If the company passes the quick kill test, it should be prepared for input into the CRM. You are not to make any more executive decisions beyond the Quick Kill step. When in doubt, input it into the CRM.

Steps 2 & 3 are the guidelines to filling out the “background info” field in the CRM. Step 2 should be the initial paragraph(s) detailing what it is the company does. Step 3 uses the details from fields you have gathered to create a pros and cons list regarding how well the company fits our criteria. Please see section 6.2 for more information on the information fields.





6. Inputting Leads into the CRM

6.1 Process Fundamentals

Once you are comfortable sourcing leads, inputting them into the CRM should only take you ten minutes. At this point you should have viewed all the videos on the Less Annoying CRM website (<https://www.lessannoyingcrm.com/app/Guide>). If you have not viewed these videos please STOP reading now and view the videos. Then return here when you are finished.

There are only five steps to inputting leads into the CRM. They are:

- 1) Click “Add a New Contact”
- 2) Fill in the fields: Name, Email, Phone, Company Name, Title, Address, Background Info., Website, Sub-Industry, RFC¹, Revenue, Revenue Per Employee, CEO Age Range, Number of Employees and EBITDA and EBITDA Margin if known.
- 3) Click on the pipeline button to add the contact to the corresponding industry pipeline.
- 4) Enter all required fields in the pipeline section (Note: You will be entering much of the same information from the original contact section). After you are finished click “Create Contact”.
- 5) After the contact is created, add the contact to a group by clicking the group button and then clicking on the respective industry. (Note: If one CEO manages several companies you can add companies in separate profiles).

Please refer back to these pages when inputting leads for any sections you are unclear on.

6.2 Specific Details/ CRM Entry Fields

Many of the fields you must enter into the CRM are self-explanatory. For these fields, simply enter the information or enter “unknown” if you are unable to find the details. These obvious fields are: Company Name, Website, Year of Founding, Number of Employees, HQ Location(Address), CEO’s Name, CEO’s Age Range, CEO’s Email Address, Revenue (Dollar Amount), Industry, Phone Number, and Revenue/Employee (Divide Revenue by Number of Employees).

The following fields require you to do some extra thinking and research:

Revenue Stream: (i.e. Recurring or Repeat)

Does it have recurring revenue? (i.e. subscription, contractual, etc)

Does it have repeat revenues? (i.e. long-time customers)

¹ Recurring ; Fragmented ; CAPEX



CAPEX: (i.e. High, Medium, or Low)

What is your estimate of how much CAPEX is required in this company?

Why do you think that?

CAPEX is defined as: Capital Expenditure are funds used by a company to acquire or upgrade physical assets such as property, industrial buildings or equipment. These expenditures can include everything from repairing a roof on a building, to purchasing a piece of equipment, or building a brand new factory.

Fragmentation: (i.e. High, Medium, Low)

Is this market fragmented?

Are there big players with large market share?

Background Info:

This is the most important and time-consuming field. As explained in the visual walkthrough in the next section, this should include an initial paragraph(s) detailing what it is that the company does and what their value proposition is. Remember to write this in plain English - if you don't understand it, no one will understand it. What value propositions does the company offer? You will also be asked to include a pros and cons list detailing aspects of the company that you think will either fit or not fit our criteria.

The following is a visual walkthrough to inputting leads into the CRM.



6.3 Visually Inputting Leads into the CRM

Step 1 - Click on “Add a New Contact”

The screenshot displays the 'Less Annoying CRM' dashboard. The top navigation bar includes links for 'Your Workspace', 'Find a Contact', 'Pipelines', 'Calendar', 'Add a new contact' (circled in red), 'Settings', 'Add a new company', and 'Help'. The main content area is divided into 'Today's events' and 'Today's tasks' on the left, and 'Pipeline Reports' on the right. The 'Pipeline Reports' section shows data for various industries: Brokers, Phil's Broker Pipelines, Educations, Aging in Place Services, SaaS, and Cosmetics. Each industry has a list of stages with corresponding counts and bar charts.

Click on “Add a New Contact”



Step 2 - Fill in all possible fields: Name, Email, Phone, Company Name, Title, Address, Background Info., Website, Sub-Industry, RFC², Revenue, Revenue Per Employee, CEO Age Range, Number of Employees and EBITDA and EBITDA Margin if known.

Step 2:

- A. Input Company name first.
- B. Afterwards input the Email, Phone, Company Name & Title
- C. Lastly, make sure that it's your name under "Assigned to".

Step 2:

- D. After inputting the initial data move to the section below and click on the selected fields to input the data.

Note: Enter in Background Information here. This is where you enter any of your own observations as well as "Pros" and "Cons".

It's important to be pithy here without sacrificing any pertinent information. Feel free to use bullet points here.

If you find yourself wondering whether something should be in or out then always put it in. It is better to have too much information than not enough.

Add a Contact

Name *Required*

Assigned to: Me (Bramley Johnson)

Company Name

Title

Address

Street

City

State

Zip

Country

Background Info

Use this space to enter any information that doesn't fit in one of the fields above (e.g., how you met, name of spouse, etc)

Website

Add a Birthday

Sub Industry

Revenue

Revenue Stream

Revenue/Employee

Founded in

CEO Age Range

CAPEX

Fragmentation

EBITDA

EBITDA Margin

Number of Employees

Attach a Brokers

Attach a Phil's Broker Pipeline

Attach a Education

Attach a Aging in Place Services

Attach a SaaS

Attach a Cosmetics

Attach a Outdoor Recreation Services

Attach a Plastic Printing

Attach a Logistics

² Recurring ; Fragmented ; CAPEX



Step 3 - Click on the pipeline button to add the contact to the corresponding industry pipeline.

Add a Company

Company Name *Required*

Email **Work** Add another email address

Phone **Work** Add another phone number

Assigned to: **Me (Bramley Johnson)**

Industry

of Employees

[Add an Address](#)

[Add Background Info](#)

[Add a Website](#)

[Add a Birthday](#)

[Add a Sub Industry](#)

[Add a Revenue Stream](#)

[Add a Fragmentation](#)

[Add a CAPEX](#)

[Add a Revenue](#)

[Add a Revenue Growth](#)

[Add a Gross Margin](#)

[Add an EBITDA](#)

[Add an EBITDA Growth](#)

[Add an EBITDA Margin](#)

[Add a Revenue/Employee](#)

[Add a ROTC](#)

[Add a Founded in](#)

[Add a CEO Age Range](#)

[Attach a Brokers](#) [Attach a Phil's Broker Pipeline](#) [Attach a Education](#) [Attach a Aging in Place Services](#) [Attach a Sales](#)

[Attach a Cosmetics](#) [Attach a Outdoor Recreation Services](#) [Attach a Plastic Printing](#) [Attach a Logistics](#)

[Attach a Telehealth and Healthcare Services](#) [Attach a Fitness and Health](#) [Attach a Supply Chain](#) [Attach a Cyber Security](#)

[Attach a Machine 2 Machine Communication](#) [Attach a Testing, Certification, and Compliance](#) [Attach a Film & Television](#)

[Attach a Live Performance \(Entertainment\)](#) [Attach a Music Services \(Entertainment\)](#) [Attach a Unclassified Entertainment Services](#)

[Attach a Unclassified Opportunities](#) [Attach a Ancillary MS](#) [Attach a Energy Services](#) [Attach a Security Services](#)

[Attach a Fire and Safety Services](#) [Attach a Equipment Rental](#) [Attach a DNA Testing Labs](#)

Create Company

Step 3:
Click on the pipeline button to attach
the contact to the corresponding
industry pipeline



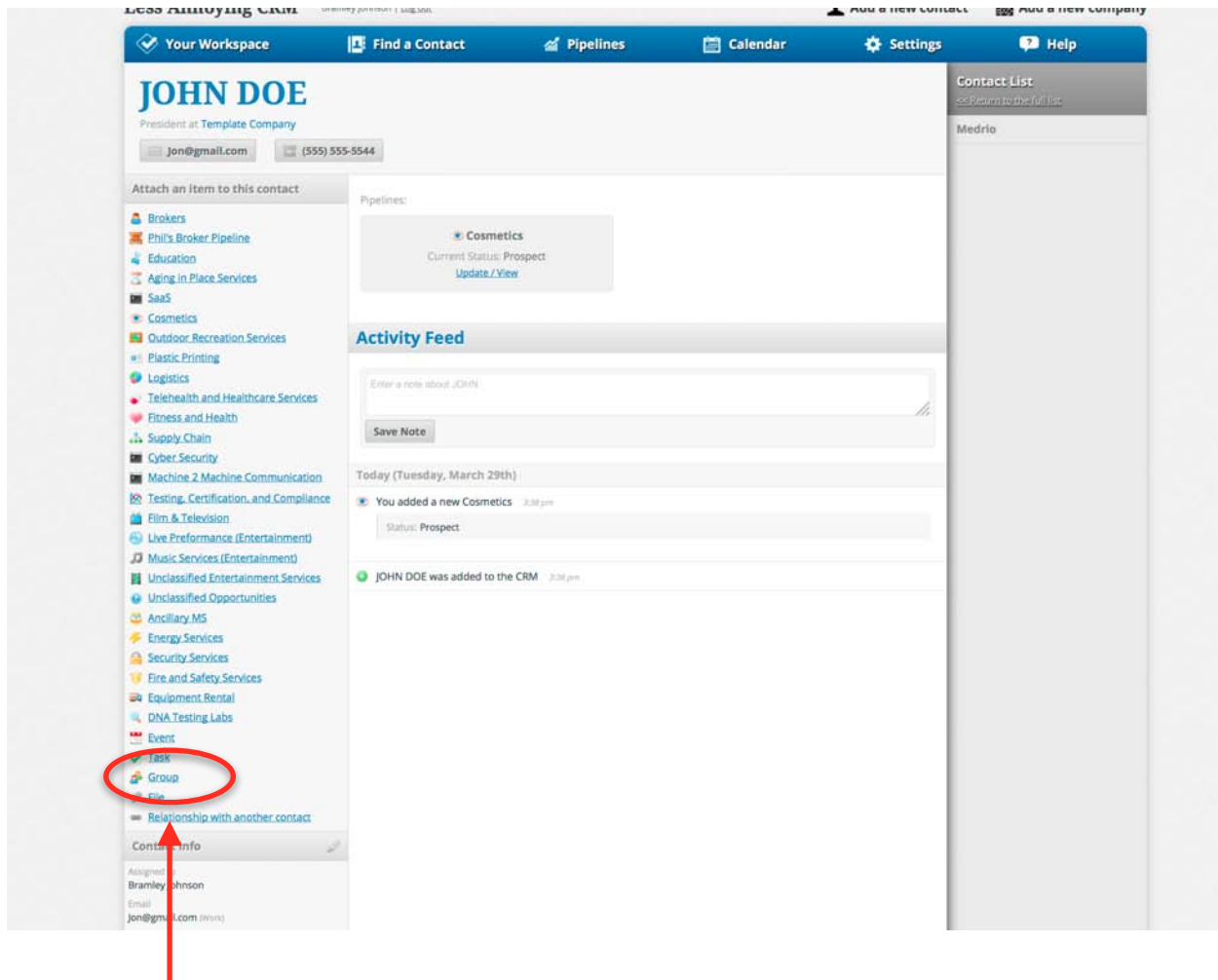
Step 4 - Enter all required fields in the pipeline section (Note: You will be entering much of the same information from the original contact section). You will not be able to move on until all required fields are filled. When you are finished press “Create Contact”

The screenshot shows a web form titled "Cosmetics Information" with a "Remove this Cosmetics" link in the top right. The form is divided into two columns of input fields. A large red circle highlights the following fields: Status (dropdown menu with "Prospect" selected), Priority (dropdown menu with "No Priority Selected" selected), Company Name (text input, marked "Required"), CAPEX (text input, marked "Required"), Revenue (text input, marked "Required"), Fragmentation (text input, marked "Required"), Revenue Stream (text input, marked "Required"), Revenue Growth (%) (text input), Number of Employees (text input, marked "Required"), Gross Margin (%) (text input), Revenue/Employee (text input, marked "Required"), EBITDA (text input), Founded in (mm/dd/yyyy) (text input, marked "Required"), EBITDA Growth (%) (text input), CEO Age Range (text input, marked "Required"), ROTC (%) (text input), Sub Industry (text input, marked "Required"), and EBITDA Margin (%) (text input). Below the input fields are two links: "Add a note" and "Add a task to follow up". At the bottom of the form is a green button labeled "Create Contact and attach Cosmetics". A red arrow points from the text "Step 4:" below the form to this button. The footer of the form shows "Founded in: 1/1/2005".

Step 4:
Enter in all fields you are able to. You must
enter in all required fields.



Step 5 - After the contact is created, add the contact to a group by clicking the group button and then clicking on the respective industry. (Note: If one CEO manages several companies you can add companies in separate profiles).



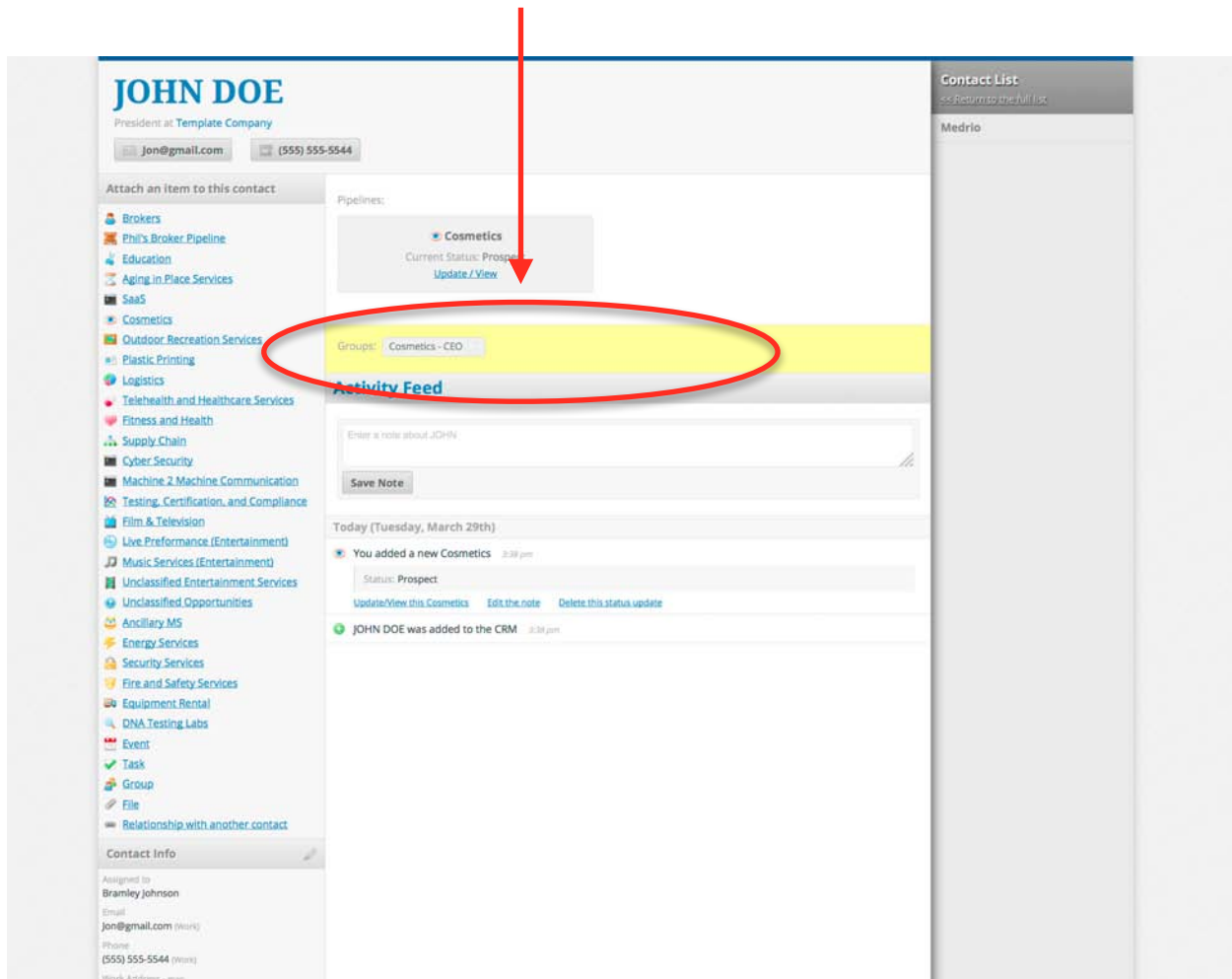
Step 5:
Next click on the “Group”.



Step 5 Continued

Step 5 Continued:

Once you've selected the group you will return to the contact page and see the "Groups" highlighted in yellow for a moment indicating that it has been properly connected.





Step 5 Continued:

Connect the contact by selecting the correct group. Make sure to connect it to the corresponding industry. Double check to confirm.

The screenshot displays a CRM interface. At the top, the contact's name "JOHN DOE" is shown, along with his title "President at Template Company", email "Jon@gmail.com", and phone "(555) 555-5544". Below this, a sidebar lists various industry categories such as "Brokers", "Education", "SaaS", "Cosmetics", "Outdoor Recreation Services", "Plastic Printing", "Logistics", "Telehealth and Healthcare Services", "Fitness and Health", "Supply Chain", "Cyber Security", "Machine 2 Machine Communication", "Testing, Certification, and Compliance", "Film & Television", "Live Performance (Entertainment)", "Music Services (Entertainment)", "Unclassified Entertainment Services", "Unclassified Opportunities", "Ancillary MS", "Energy Services", "Security Services", "Fire and Safety Services", "Equipment Rental", and "DNA Testing Labs". The main area shows the "Activity Feed" for John Doe, with a "Groups" dropdown set to "Cosmetics - CEO". A modal titled "Add JOHN to a group" is open, displaying a list of groups. The "Cosmetics - CEO" group is highlighted with a red circle and a red arrow pointing to it from the text above. Other groups in the list include "Aging in Place Services - CEO", "Ancillary MS - CEO", "Cyber Securities - CEO", "DNA Testing Labs CEO", "Education - CEO", "Email Outreach (10/19/2015)", "Email Outreach - (11/02/2105)", "Email Outreach - (11/11/2015)", "Energy Services - CEO", "Entertainment Services - CEO", and "Equipment Rental - CEO". At the bottom of the modal, there is a "New Group:" section with a text input field "Enter group name" and a "Create" button.



Step 5 Continued

Less Annoying CRM Bramley Johnson | Log out Add a new contact Add a new company

Your Workspace Find a Contact Pipelines Calendar Settings Help

JOHN DOE

President at Template Company

Jon@gmail.com (555) 555-5544

Attach an item to this contact

- Brokers
- Phil's Broker Pipeline
- Education
- Aging in Place Services
- SaaS
- Cosmetics
- Outdoor Recreation Services
- Plastic Printing
- Logistics
- Telehealth and Healthcare Services
- Fitness and Health
- Supply Chain
- Cyber Security
- Machine 2 Machine Communication
- Testing, Certification, and Compliance
- Film & Television
- Live Performance (Entertainment)
- Music Services (Entertainment)
- Unclassified Entertainment Services
- Unclassified Opportunities
- Ancillary MS
- Energy Services
- Security Services
- Fire and Safety Services
- Equipment Rental
- DNA Testing Labs
- Event
- Task
- Group
- File
- Relationship with another contact

Groups: Cosmetics - CEO

Activity Feed

Enter a note about JOHN

Save Note

Tuesday, March 29th

JOHN DOE was added to the CRM 2:38 pm

Contact List

<< Return to the full list

john doe

JOHN DOE

- John Cerasuolo
- Hooked Wireless, Inc.
- Versatile Communications Inc.
- Richardson Group Inc.
- Total Equipment Rental

Contact Info

Assigned to
Bramley Johnson

Email

You have now completed entering your contact into the CRM!



7. Contact Information

Bramley Johnson - Principal

Phone: 310-924-7341

Email: bramley@crestpointllc.com

Phil Leathers - Senior Director

Phone: 310-625-7695

Email: phillip@crestpointllc.com

Matt McMahon - Senior Director

Phone: 301-332-6030

Email: matt@crestpointllc.com

Business Technology Center

Phone: 626-296-6300

Email (Nina Boon): nboon@labtc.org



Welcome to the Crest Point Team!



Appendix A: Crest Point One Sheet

Please note full file on the Google drive



OVERVIEW

Crest Point is a privately-held investment fund focused on acquiring, developing and actively managing a single small-to-medium size business with revenues of \$5 to \$30 million. As the entrepreneur leading Crest Point, I am looking for a committed seller who is seeking full or partial liquidity.

I am a long-term investor. I am not a private equity sponsor, nor am I a strategic acquirer. I am looking for an owner who wishes to exit their business but still greatly values the long-term success of their company.

OWNERS

Mutual success is very important to me. I understand the time, dedication and perseverance it took for you to reach your current position. My aim is to work directly with the business you've successfully built and continue to see it grow and thrive for years to come.

Accelerated Closing Process & Timely Transaction - Crest Point has access to substantial capital resources, which allows for a quick and professional execution of the right deal. We want to ensure that there is little to no stress on the organization and the employee base.

Flexible Solutions - Financing can be tailored to your exact needs, and I am open to ongoing owner involvement. It is important to me to ensure minimal disruption to any daily operations, so we will proceed discreetly and efficiently. Recognizing that a lengthy due diligence process puts unnecessary strain on the business, we will work to complete the acquisition within a mutually-agreed time frame. Rest assured, there is strict confidentiality throughout the process.

Experienced Investor Team - Crest Point has an extraordinary group of limited partners. These seasoned veterans bring with them a wealth of business knowledge and decades of success. These partners are comprised of successful entrepreneurs, operating executives and skilled investors who have all been leaders in their industries.

INTERMEDIARIES: Crest Point offers attractive finders fees.

To learn more about Crest Point please visit our website or contact me directly.

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INVESTMENT CRITERIA

FINANCIAL CRITERIA

- \$5 - \$30 Million in Annual Revenue
- EBITDA \$1.5+ Million
- Recurring or Repeat Revenue Streams
- 3+ Years of Continuous Profitability

INDUSTRY CHARACTERISTICS

- Growing Industry Segment
- Service-based Business
- Low Cyclicalities
- Fragmented Industry

COMPANY CHARACTERISTICS

- Strong Reputation
- Diverse Customer Base
- Identifiable Competitive Advantage
- Loyal and Dedicated Employees
- Strong Middle Management

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Appendix B: Quick Kill Tear Sheet



BACKGROUND INFO SECTION

1.) QUICK KILL LIST

- LOCATION
- PE FUNDING
- SUBSIDIARY
- NON-PROFIT
- 3 YEARS OR YOUNGER
- TAX RELATED



5 - 10 Mins

IF IT PASSES
ENTER IN
CRM →

2.) COMPANY OVERVIEW

What Does the Company Do?

- “About Us”
- Products
- Services
- Who are their customers?
- Do they have partnerships?
- Do they have a proprietary competitive advantage (IP, Patent, etc)



5 - 10 Mins

3.) PROS & CONS

- Age of CEO
- Complexity of Business
- Revenue Stream
- CAPEX
- Fragmentation
- Revenue #
- Growth
- What are the negatives?
- Do they own property?



5 - 10 Mins



Appendix C: Equations

$$\text{Growth} = (\text{Level}(2) - \text{Level}(1)) / \text{Level}(1)$$

$$\text{Gross Margin} = (\text{Revenue} - \text{Cost of Goods Sold}) / \text{Revenue}$$

$$\text{EBITDA} = \text{Net Income} + \text{Interest} + \text{Taxes} + \text{Depreciation} + \text{Amortization}$$

$$\text{ROTC} = \text{EBIT} / (\text{Debt} + \text{Equity})$$

$$\text{EBITDA Margin} = \text{EBITDA} / \text{Revenue}$$

$$\text{CAGR} = ((\text{ending value} / \text{beginning value})^{(1 / \# \text{ of years})}) - 1$$

Recurring revenue is predictable revenue that can be expected to continue into the future.

- A. Hard Contracts (e.g. Cell Phone Contracts, TV subscription, etc....)
- B. Auto Renewal Subscriptions (e.g. Netflix, Hulu, etc...)
- C. Sunk Money Subscriptions (e.g. Bloomberg Terminal)
- D. Finite Subscriptions (e.g. Magazines, Newsletters, etc...)

Appendix D: Techniques For Finding CEO Email Addresses

1. Check the website for the Executive Team or Contact page. Occasionally, CEO emails will be listed there.
2. In a Google search, type @company's URL in quotations. For example, if you were searching for the CEO of Crest Point LLC, you would search "@crestpointllc.com" (quotation marks included). Searching through the Google search landing pages, you will likely be able to find the format that the company uses for all of their email addresses. Apply the format to the CEO's name (i.e. bramley.johnson@url.com, bjohnson@url.com, bramley@url.com, etc.).
3. LinkedIn trick: CEOs often use their company email address for the LinkedIn page or the company's LinkedIn page. If you think you know the CEO's email address, but are not 100% confident, try this trick. Attempt to login to LinkedIn using the CEO's email address that you want to confirm and type any random password. If the error message LinkedIn provides says "we do not recognize that login or username," then it is probably wrong. If the error message says "the password is incorrect," then you have confirmed the email address.
4. Google Chrome extensions: Download the following useful Google Chrome extensions.
 - A. Contactout: <https://chrome.google.com/webstore/detail/find-anyones-email-contac/jjdemeiffadmmjkhkbbpglnlgeafomjo?hl=en>. If you know the CEO's name and they have a LinkedIn account, go to the CEO's LinkedIn page and click on the arrow sign on the top right corner of your browser. If the extension has the email address, it will be listed.
 - B. Hunter: <https://chrome.google.com/webstore/detail/hunter/hgmhmanijnjhaffoampdlllchpolkdj?hl=en>. Go to the Company's website and click the Hunter extension in the top right corner of your browser. If they have emails on this website, a list will pop up on your screen and give you the level of confidence in the email addresses. This extension can also give you the format used for the company.
5. voilanorbert.com. You will need to create an account for this website. You only get 50 free confirmed email addresses, so use this as a last resort when other method are not working.