Name Withheld & COMPANY

XYZ, INC. EXECUTIVE SUMMARY

Sample Executive Summary to Obtain Acquisition Funding

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Company Overview

XYZ, Inc. is a specialty concrete contractor headquartered in the XX Metropolitan area, USA. XYZ's focus is on concrete flat work in commercial and government applications. XYZ has existed since 1984. The Company employs 80 people in the US. This number includes over sixty tradespeople.

The current owner founded the company then purchased the assets of a competitor six years later. With that small acquisition the Company's sales rose until reaching capacity and maintaining sales between $7-$8 Million for the last four years. XYZ achieved sales of $7.5 Million in 2007 and $0.856 Million in earnings before tax. The latter includes $250,000 in owner's salary and bonus.

The owner is selling due to the need to achieve life balance and spend time with his children. The Company is located in an enterprise zone and enjoys tax benefits as a result. It is registered as a small business with federal, state, and local governments and obtains some of its state business with government entities because of its quality, competitive pricing, and small business status.

Services – Description

The Company specializes in specialty concrete construction. XYZ acts as both a general contractor with clients such as XX County Public Schools, Metropolitan XX Airports Authority, and XX University; and as a subcontractor to large area general contractors including Whiting-Turner, Hitt Contracting, WCS Construction, and Corbett Construction. As a small business with a strong reputation for high quality work and competitive pricing, the Company enjoys a high profile among its customers.

XYZ primarily serves the commercial and government sector but it also provides restoration services for some high-end residential.

Market Overview

According to Hoover's, about 80,000 firms comprise the commercial construction industry in the US and generate combined annual revenue of $450 billion. The industry is highly fragmented, with many small companies working as subcontractors on larger projects. Over 80% of general contractors report gross profits of 10% or less, while 50% of specialty contractors report gross profits of 15% or more.

Construction demand depends heavily on the US economy's health, including corporate profits and local and municipal government budgets. Although parts of the US are roiling from a drastic slowdown in the residential market and the impact of the mortgage crisis, the XX metropolitan area is booming. Projects are undergoing rehab and adaptive re-use with large hotel and office projects under way in Baltimore in particular. In addition, the Base Realignment and Closure decision resulted in the transfer of personnel to bases in the XX area over the next 5 years, likely generating significant commercial construction opportunities through 2011.

The Company focuses on specialty concrete construction performing concrete flat work, concrete site work, masonry, and paver work. As area businesses and government institutions build, expand, and renovate, the need for concrete work increases.

Competitive Advantages

The commercial construction industry exhibits characteristics inherent in industries ripe for a rollup strategy: highly fragmented industry; no dominant player; opportunity to build a large, dominant franchise by combining many smaller players; an industry where big is better and where size gives operational and competitive advantages.

XYZ enjoys good name recognition and receives numerous unsolicited bid invitations and contract negotiation requests. The Company stays ahead of its peers by providing a relaxed, safe, familial environment for its employees along with good benefits to maximize employee retention, reduce recruitment and training costs, and retain a work force comprised of long-standing employees with deep industry knowledge and relationships who have remained with the company for years.

Another competitive advantage is XYZ's central location in an enterprise zone. The size allows the Company to purchase in bulk and store materials and allows quick access for employees using public transportation. In addition, XYZ's new status as a certified minority-owned business allows the Company to capitalize further on government small business spending targets.

Strategy

The new owners crafted a strategic plan to double the Company's revenues in four years. Some of the highlights of the strategy appear below.

The new owners will expand XYZ's existing sales strategy. The Company does little marketing and has relied primarily on repeat customers and referrals to maintain sales. XYZ will implement a systemized marketing campaign encompassing customer testimonials and case studies, construction association participation, email and newsletter campaigns, and strategic marketing and advertising.

The Company will retain the founder as the VP of Business Development and hire one additional sales representative. The Company will expand its capabilities by using subcontractors and partnering, joint venturing, and acquiring entities that provide similar services to a different customer base or complementary services to the same customers.

Investment Considerations

The Company has revenues of $7.5 Million and expects to reach $23 Million in the next five (5) years from organic growth alone. XYZ is a small, high quality specialty concrete construction firm well-positioned in the steadily growing DC metro region. The Company has strong historical and sustainable cash flow and had reached the previous management's capacity and maintained consistent revenues year after year. The new management believes the Company will begin to grow at 20% annually for the next 5-7 years. XYZ now has a strong core management team. All existing management and personnel shall remain with the Company.

As a construction company, XYZ has minimal fixed assets. Most assets are current, in the form of accounts receivables ($2.5 Million) and cash ($0.68 Million). The adjusted EBITDA for the last 2 years was $0.85 Million. The Company's only current debt is $46,000 in equipment loans and $7,200 on a credit card. XYZ has reviewed financial statements for 2006 and tax returns for 2004, 2005, and 2007.

Using several different valuation techniques, the new management team has assessed the fair market value of the Company at $6 Million.

Management

XYZ will serve as the CEO of XYZ. Mr. XYZ is the founder and a Principal at Name Withheld & Company. XYZ has more than 20 years of business experience as a management consultant and business leader at companies including (large accounting firm), (real estate capital group), large corporate e-Ventures and NameWithheld.com. At Namewithheld.com, XYZ served as the President and COO and grew the company from 5 to over 120 employees. XYZ led the functional departmental teams, built the organization's internal competencies, shaped its strategic and operational framework, and participated in raising $70 million in venture financing. Since 2001, XYZ has worked as a developer and general contractor leading the Name Withheld & Company affiliated lines of business in the XX region. At Name Withheld & Company, XYZ's role is to develop strategy, create synergies across the business units, and grow the bottom line. XYZ has an MBA from the Wharton School of the University of Pennsylvania and a B.S. from Columbia University.

Tiffany Wright will serve as the COO/CFO of XYZ. Ms. Wright possesses more than 16 years of professional experience. Prior to joining XYZ & Company, Ms. Wright acquired and ran a commercial construction newspaper, founded a real estate investment firm, and served as a strategic business advisor. In these roles Ms. Wright provided strategic financial analysis, access to funding sources, partner development, market research, and operational and strategic support. Ms. Wright has business, engineering and financial experience in a variety of industries including manufacturing, energy, finance, high tech, and real estate working for firms including Honda, Siebel Systems, Enron, and Georgia Tech. Ms. Wright, who lived in Japan for several years and speaks Japanese, obtained her MBA in Finance and Entrepreneurial Management from the Wharton School of Business at the University of Pennsylvania. Ms. Wright has her B.S. from The Ohio State University.

Mr. X, former CEO and Owner of XYZ, will serve as a Strategic Advisor for the next year, then as the Vice

President of Business Development for the following two years. He successfully started and grew the business to over $7 Million in annual revenue. Prior to founding the company, Mr. X served in several executive sales positions, driving large sales increases for his employers. As CEO, he built and nurtured customer relationships which he subsequently handed over to his GM and project teams so he could focus on strategic, operational, and finance issues.

Mr. Y, will serve as the General Manager of XYZ. He has served as the GM for the Company for over 12 years and has taken on more of the day-to-day management responsibilities during that time. He has successfully managed personnel, client relations, purchasing, and estimating. He has also handled fleet and project management. He is a former entrepreneur, having owned a home-building company which he sold. Prior to that, he served as a National Park Service liaison between the Park Service and architects / general contractors on major contracts.

Strategic Advisory Board

Mr. Z currently serves as the Senior Managing Director at XYZ. He is the former President and CEO of the National XX Corporation and former Deputy Assistant Secretary of Management Operations at the U.S. Treasury Dept. During his tenure, Mr. Z handled financial and management oversight of a $4 billion portfolio. Prior to joining the federal government, Mr. Z served New York City Mayors Dinkins and Giuliani in several senior positions. Mr. Z was also Director of the Public Sector, Global Markets at an e-sourcing company. Mr. Z served as Deputy Campaign Manager and COO for the XX Reelection Campaign in 1996, where he managed the daily operations of a $100 million enterprise. Mr. Z received his B.S. from Georgetown University and his MPA from American University. He is a graduate of the Department of XX Executive Leadership Institute. He has received several awards for his leadership and results regarding small business development.

Summary of Financial Information

The Company generated $7.5 Million in revenue in 2007, $7.8 Million in revenue in 2006. Over 90% of the revenue came from commercial with ~3% each from government and residential. The top 5 customers generated 46% of the total revenue from January 2005 – April 2008. The largest customer during the same period generated 13% of the revenue. XYZ has over 50 active customers and a customer database of over 150. Thus the customer risk is average.

The Company generates an operating profit margin of 22% and a net profit margin of 10%. When XYZ eliminates the owner's personal expenses that flow through the business, the net profit margin increases to nearly 14%. The current historical average annual sales growth rate has been flat the last few years as the Company reached management's capacity but the historical annualized growth rate is 34%.

Proposed Financing

The new management team offered $6 Million to the current owner to acquire substantially all of the assets of XYZ. The owner accepted this offer. This includes $2.5 Million to be delivered in cash at closing. Total purchase costs are $7.0 Million, with $0.75 Million set aside for working capital and $0.25 Million for additional fixed costs to buyer at closing.

Due to the sustained high free cash flow which enables the Company to service a large amount of debt, the new owners intend to utilize asset-based lenders and, if necessary, mezzanine fund financing to finance XYZ's acquisition. In the worst case scenario that EBITDA remained flat, the Company would still have sufficient cash to meet all of its acquisition financing obligations and operational cash needs without jeopardizing the short-term or long-term health of the Company.