



# eCommerce Holdings LLC

The Future is Now

## EXECUTIVE SUMMARY

**eCommerce Holdings LLC** specialize in acquiring B2C and B2B early stage eCommerce businesses with unrealized growth potential and/or strong earnings potential



### INDUSTRY

Private Equity Investment

### SPECIFIC INDUSTRY

eCommerce



### YEAR FOUNDED

2019



### NUMBER OF EMPLOYEES

2



### FUNDING OPPORTUNITY

USD 1 – 5 million

### USE OF FUNDS

Business Acquisitions / Working Capital

THE GRAB

OPPORTUNITY

SOLUTION

REVENUE MODEL

COMPETITION

MARKET

EXECUTION PLAN

FINANCIALS

TEAM / EXPERIENCE

ABOUT

ADVISORS & CONTACT



# eCommerce Holdings LLC

The Future is Now

## THE GRAB

Opportunity to directly invest in early stage eCommerce businesses with strong earnings potential



## VISION

Build a successful privately-owned and managed group of diversified eCommerce portfolio businesses where investors can expect:

- Predictable Cash Flows
- Predictable Dividend Interest Payments or Equity in exchange for their investment
- Most deals will be either highly-leveraged buy outs or cash discounted acquisitions
- Many deals will include seller financing and private equity or combination traditional bank financing
- Above average investor returns

## MISSION

Provide above average investor returns through strategic undervalued eCommerce investments with a three-year exit

Reach eCommerce Holdings LLC through: **Gaylon Bullard**  **312-561-2395**



# eCommerce Holdings LLC

The Future is Now

## OPPORTUNITY



Acquire early stage businesses that are typically owned and developed by individual entrepreneurs or marketing agencies

Many eCommerce sites are owned by entrepreneurs who are usually motivated to sell at attractive multipliers because their business model is to create and flip these eCommerce sites once they achieve profitability. These sites then become available for sale due to the nature of the entrepreneurs who enjoy creating successful websites more than holding and managing.

The eCommerce industry is constantly evolving and changing. Most startup entrepreneurs are more interested in pursuing new technologies or opportunities than managing and growing current eCommerce business.



Entrepreneurs constantly need cash to develop other projects. By selling these early stage assets such as eCommerce sites, they can simultaneously accomplish several objectives; free up much needed cash flow and pursue other projects

## TARGET BUSINESS DEALS

Seeking deals where business products or services have not yet reached their full growth potential thereby allowing eCommerce Holdings to take advantage of future growth opportunities to increase future revenue and value.



Reach eCommerce Holdings LLC through: **Gaylon Bullard**  **312-561-2395**





# eCommerce Holdings LLC

The Future is Now

## SOLUTION

Acquire successful early stage eCommerce businesses representing diversified industry niche products and or services by maximizing growth opportunities including but not limited to:



Strategic Acquisition



Improving Operating Efficiencies



Vertical Growth Strategies



Increase Customer Buying Behavior



Improved Sales and Marketing

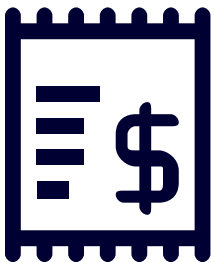
Reach eCommerce Holdings LLC through: **Gaylon Bullard**  312-561-2395



# eCommerce Holdings LLC

The Future is Now

## REVENUE MODEL (Available Upon Request)



Detailed potential investment return and revenue model will be presented to potential investors once an investment opportunity has a fully executed **Letter of Intent or Purchase Agreement**



Additional supporting data such as a Business Plan or Overview will be presented for investor consideration



# eCommerce Holdings LLC

The Future is Now

## COMPETITION



### DIRECT COMPETITORS

Individual investors and small private equity firms specializing in eCommerce business acquisitions

### COMPETITIVE ADVANTAGE

- ✓ Work ethics
- ✓ Research skills that allow eCommerce Holdings to better identify acquisition targets
- ✓ Aggressive negotiating strategies

### CAN SUCCESSFULLY COMPETE

- Successfully compete in the lower end middle market under USD 5 million. Larger private equity investors are typically not competing for deals in this small sub market
- Competition is further minimized by eCommerce Holdings' very focused acquisition target market criteria





# eCommerce Holdings LLC

The Future is Now

## MARKET



### CURRENT TARGET MARKET FOCUS

B2C and B2B eCommerce businesses between the USD 1 - 5 million acquisition range

Current and/or Future High eCommerce Growth Sectors:


- eCommerce

## INVESTMENT FOCUS



Investment focus will provide a competitive advantage with the following acquisition drivers:

- ✓ Revenue
- ✓ Geography
- ✓ Seller Motivation
- ✓ Industry Type
- ✓ Sector Type
- ✓ High Earnings to Price Ratio
- ✓ Increase Asset Value
- ✓ Unrealized Growth Opportunities



# eCommerce Holdings LLC

The Future is Now

## EXECUTION PLAN



- 1 Conduct a thorough independent market research (Due Diligence Phase)
  - ✓ Research team will identify any untapped market growth opportunities and revenue drivers
- 2 Creation of a Business Plan
  - ✓ With any existing revenue growth opportunities that may be identified through discussions with current Business Owners, Marketing Team and CFO during the Due Diligence Phase
- 3 Long-term Growth Strategies will be mutually agreed by Current Marketing Agency and eCommerce Holdings
- 4 Critical to Success: Retaining and incentivizing current Marketing Team or transition to another advanced Marketing Agency to execute primary goal of doubling revenues or net income within 3 – 5 years

## REVENUE GROWTH

Identify additional revenue growth opportunities in the following areas:

- Existing customer base
- Geographical Sales Expansion Opportunities
- Vertical Market Sales Opportunities
- Unique selling proposition and market positioning
- Improved customer service

Identify other key revenue drivers through the following:

- Define the market segment
- Define the geographic boundaries
- Define the local competition
- Define the market's monetary size
- Estimate reasonable market share
- Determine average annual consumption
- Estimate an average selling price





# eCommerce Holdings LLC

The Future is Now

## FINANCIALS



Seeking accredited private investors on a deal by deal basis or larger long-term portfolio investment.

Prefer debt, equity or a combination.



Expected to raise USD 15 – 20 million total financing in the next 12 – 24 months

Assets Acquired: Multiple Profit Centers

Use of Funding: Acquisitions and Working Capital



# eCommerce Holdings LLC

The Future is Now

## TEAM / RELEVANT EXPERIENCE



### GAYLON BULLARD

Founder and CEO

With over 35 years corporate and small business sales and marketing experience. Gaylon's experience also include owning and operating several successful small businesses including telecommunications, real estate investments and site acquisitions on behalf of large publicly held companies. He brings the vision and energy to the business venture. His focus and ambitions include creating a business model which includes building a diversified business portfolio of eCommerce business assets through strategic acquisition. His responsibilities include business development, deal sourcing, structuring debt and equity investments on behalf of the firm.

### FE INTERNATIONAL

Provides M&A advisory services for mid-market eCommerce businesses. The company has become the pre- eminent advisor and valuation thought-leader in the industry. FE offers comprehensive exit planning services and professional valuations. FE International was founded in 2010 with headquarters in New York and regional offices in Boston, Chicago, Oklahoma, London, Singapore and Hong Kong. It has a truly global footprint that allows it to deliver world-class M&A advisory services. The FE International leadership team has over 50 years of combined experience in investment banking, strategy consulting, technology and entrepreneurship. FE complements this formal experience with unique and innovative approaches to valuation, deal marketing and structuring.

### POST ACQUISITION

Establish future growth strategies and revenue benchmarks with key marketing management that will allow company to pay down debt and meet investor expectations



### REPORTING

Report business financial updates to investors on a quarterly or as needed basis. eCommerce Holdings believe in full transparency

Reach eCommerce Holdings LLC through: **Gaylon Bullard**  312-561-2395





# eCommerce Holdings LLC

The Future is Now

## ABOUT



eCommerce Holding's passion is making businesses better and creating world-class, industry-leading companies. Plans to working closely with its portfolio companies Chief Financial Officer, Research Specialists and Marketing Team to engage in highly advanced growth strategies. It generates investment returns by structurally improving strategic position, competitiveness and profitability of its portfolio companies rather than primarily relying on financial leverage.

It intends to own and invests in a small number of portfolio eCommerce businesses by design. Hence, success of each investment is critical to the firm's success. It establishes true partnerships with its Portfolio Companies' Management Teams because each investment matters. They participate in the wealth they create, in a manner that is aligned with eCommerce Holdings and its investors.

eCommerce Holdings Portfolio companies will have access to capital to fund investments in growth, modernization and operational and marketing excellence. It works with management and corporate partners to make businesses better by:

- (a) Establishing and improving fundamental Key Performance measures,
- (b) Establishing competitive industry benchmarking and implementing best practices,
- (c) Developing annual operating plans,
- (d) Developing strategic planning and strategy deployment processes,
- (e) Improving product quality, customer service and on-time delivery,
- (f) Focusing on returns-driven capital investment,
- (g) Improving supply chain and distribution system management,
- (h) Rigorously analyzing customer and product profitability,
- (i) Creating and maintaining a process and culture of continuous improvement,

It understands that making businesses better involves change, and change is predicted on people and process. It will investing a significant amount of resources to train partners and develop human capital. It will grow companies and revenues and will work with its portfolio companies to create value through organic and strategic growth initiatives.

eCommerce Holdings also believes in growing its portfolio companies through acquisitions – employing a “buy and build” strategy. It will provide its portfolio companies with the access to capital required to execute synergistic and strategic acquisitions globally. This suggests that its local, regional, national and or global opportunities will be capitalized. Overall, eCommerce Holdings is committed to investing capital and resources in support of its Portfolio Companies' expansion.

Reach eCommerce Holdings LLC through: **Gaylon Bullard**  **312-561-2395**





# eCommerce Holdings LLC

The Future is Now

## ADVISORS & CONTACT



### ADVISORS

- Deloitte, Global M&A strategist
- National Minority Supplier Development Council (NMSDC)
- Gale Sayers Family Trust
- Legal Counsel: MW Law – Business Formation, Securities & Finance, Mergers & Acquisitions
- FE International M&A Advisors

### CONTACT INFORMATION

## eCommerce Holdings LLC



Ecommerce Holdings LLC  
455 N. Cityfront Plaza Drive  
CHICAGO, Illinois 60611



312-561-2395



[info@ecommholdingsllc.com](mailto:info@ecommholdingsllc.com)  
[www.ecommholdingsllc.com](http://www.ecommholdingsllc.com)