

## ASKING PRICE: \$8,500,000 or Best Offer

### REVENUE / EBITDA

**\$1.29M**     **\$639K**

2022 REVENUE     2022 EBITDA

**\$1.60M**     **\$806K**

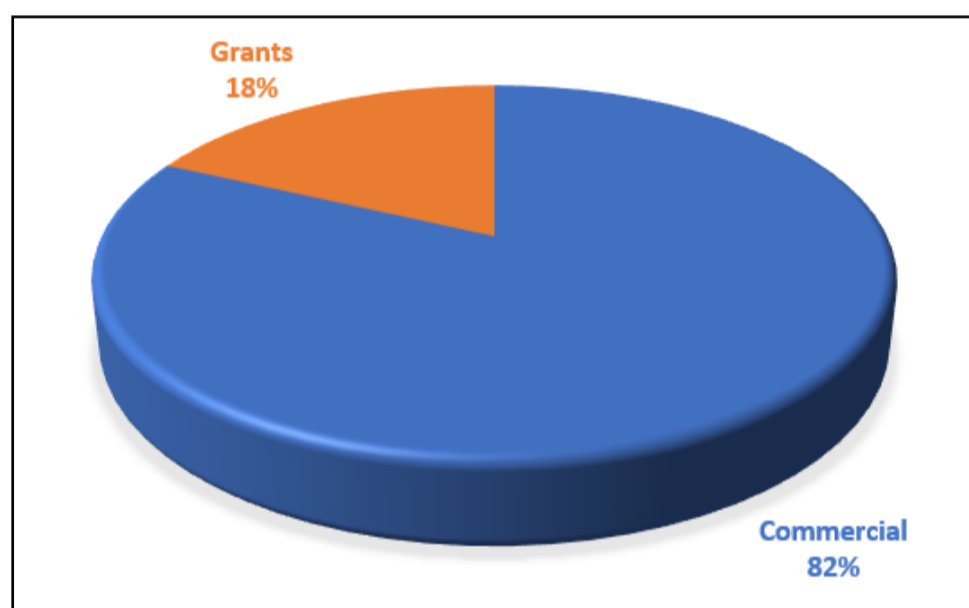
2023 REVENUE     2023 EBITDA  
(PROJ)                (PROJ)

### BUSINESS HIGHLIGHTS

The Company is a healthcare edtech company dedicated to providing the highest quality caregiver training for Alzheimer’s disease, dementia, and other brain disorders. The Company creates and sells online training, certification, and credentialing programs and services to healthcare organizations, individual professionals, and families caring for someone with Alzheimer’s disease or other form of dementia.

Their online training product development has been accomplished through self-funding and Small Business Innovative Research (SBIR) grants over the past 20 years with nearly \$10 million in funding awarded. Recent research proved a statistically significant reduction in antipsychotic medications in nursing homes and reduction in number of hospital stays after use of company’s training and certification programs.

### 2022 REVENUE MIX



### CUSTOMER MARKETS

Organizations	90%
Individuals	6%
Families	4%

### ACCOUNTS

Active	500+
Repeat Business	78%

### CUSTOMERS

Customer A (2020)	19%
Customer B (2021)	4%
Customer C (2015)	2.5%
Customer D (2015)	2.5%
Customer E (2014)	2.5%

### INVESTMENT APPEAL

- **SaaS Recurring Revenue:** Most of the Company’s revenue was derived from a recurring SaaS subscription revenue model. Historically, upon completion of a licensing subscription, approximately 78% of customers will immediately begin another.
- **Easy-To-Replicate, Standardized Growth Formula:** The Company has developed a “cookie cutter” approach in its operations by creating a business model that is easily repeatable and operationally sound. This approach provides significant opportunities and revenue growth in its planned international expansion.
- **Multi-year Contracts:** The Company has contracts that extend up to three years offering consistent recurring revenue streams that bolster the bottom line.
- **National and International Reach:** The Company serves clients across the US, Canada, and globally. Approximately 2% of annual revenue is derived from international clients, with plans to expand product offerings to international markets. The Company anticipates that the international market segment will grow in the coming five-year period.
- **Published Research:** To its knowledge, their products are the most researched and published online dementia training products on the market with more than 20 peer-reviewed published studies over the past 15 years. Recent research proved reductions in antipsychotic medication usage and hospital stays.

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