

全远程职业指导公司



MERGERSCORP

这是一家快速发展的职业和高管辅导公司，帮助经验丰富的专业人士在短时间内获得面试、工作机会和晋升机会。通过其专有的“端到端

“辅导方法和完全系统化的交付模式，该公司始终保持着良好的规模化就业成果，这是其有别于业内大多数竞争对手的一项成就。

公司在价值 53.4

亿美元且逐年扩大的全球专业教练市场中开展业务，其战略定位与不断增长的高管职业晋升需求和教练行业的持续专业化相契合。

其良好的品牌声誉、卓越的客户业绩以及可扩展的基础设施，使其在过去 12

个月中获得了超过 700

万美元的收入，并获得了高利润率和不断扩大的寻求更好就业机会的专业人员渠道的支持。

该公司利用先进的数字生态系统，包括一个专有的职业软件平台、一份超过 10

万名专业人士的用户名单，以及自动化的入职系统，使公司能够大规模地获取、培养客户并为其提供价值。该公司的平均订单价值约为 8,000

美元，从征询意见到成交的转换率超过

20%，继续展现出强劲的财务业绩和高度可预测的单位经济效益。

为确保运营的稳定性，该公司采用了完整的 SOP

文件、健全的质量控制系统以及由美国领导层和全球承包商组成的分布式远程员工队伍

。现任所有者不承担任何面向客户的责任，”在“企业内而不是“在

“企业中工作，确保了新经营者的无缝过渡。

凭借其可扩展的交付模式、强大的数字基础设施和良好的客户成功记录，该公司在新主人的带领下，已为继续扩张做好了充分准备。

- : 端到端专有方法
- : 每位客户约 8K 美元，利润丰厚
- : Trustpilot 4.7 分, Reviews.io 5.0 分
- : >从发现呼叫到成交的 20% 销售转化率
- : 完整记录的 SOP、质量控制和经过审查的人才库确保了连续性和可扩展性
- : 定制软件工具、123K+ 电子邮件列表、自动入职和完整的技术栈
- : 由于现任所有者不承担任何面向客户的责任，因此该企业的结构可实现无缝过渡。

TARGET PRICE

\$ 7,000,000

GROSS REVENUE

\$ 7,107,715

EBITDA

\$ 1,715,664

BUSINESS TYPE

软件和 SAAS

COUNTRY

美国

BUSINESS ID

L#20251047

公司采用平衡的营销策略，将业绩驱动型付费渠道与有机渠道和推荐渠道相结合。Meta、LinkedIn 和 YouTube 上的付费社交活动带来了大部分流量，而 NPS 反馈和强有力的推荐则有助于将满意的客户转化为积极的拥护者。其他增长来自 LinkedIn 内容、网络研讨会、讲习班和私人社区小组。该公司还通过引人入胜的案例研究和实用见解来培养漏斗顶部的潜在客户，鼓励他们预约探索电话。

该公司的核心团队设在美国，并在全球范围内为承包商提供支持：

创始人兼首席执行官：每周工作 40-50 小时，管理团队、监督产品、指导监督、招生战略、品牌合作、财务/会计联络、法律联络以及指导课程。

团队由 6 名在美国的全职员工以及 20 多名分布在美国、南美和亚洲的全职和兼职承包商组成。

在不牺牲利润率的情况下，该业务已成功转向更高价值的服务。在过去的 12 个月中，该业务的年收入已超过 700 万美元，反映出强劲的潜在需求和运营效率。随着年收入的不断增长、品牌形象的不断完善以及良好的利润率，该企业完全可以由新的所有者将其带入下一个发展阶段。

The information contained herein does not constitute an offer to sell or a solicitation of an offer or a recommendation to purchase securities under the securities laws of any jurisdiction, including the United States Securities Act of 1933, as amended, or any US state securities laws, or a solicitation to enter into any other transaction

The projected financial information contained in the Memorandum is based on judgmental estimates and assumptions made by the management of the target Company, about circumstances and events that have not yet taken place. Accordingly, there can be no assurance that the projected results will be attained. In particular, but without prejudice to the generality of the foregoing, no representation or warranty whatsoever is given in relation to the reasonableness or achievability of the projections contained in the Memorandum or in relation to the bases and assumptions underlying such projections and you must satisfy yourself in relation to the reasonableness, achievability and accuracy thereof.

By delivering this Memorandum, neither MergersUS Inc., nor its authorized agents are making any recommendations regarding the acquisition or strategies outlined herein. Interested parties shall exercise independent judgment in, and have sole responsibility for, determining whether an acquisition of the Company is suitable for them, and neither MergersUS Inc, nor its authorized agents have responsibility to, and will not, monitor the condition of interested parties to determine that an acquisition is or remains suitable for them. Among other things, suitability of an acquisition will depend upon an interested party's investment and business plans and financial situation.

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