

KINGMAKERS OPS

We operate and grow residential services
businesses across the US

What kind of businesses are we talking about?

Essential home services (HVAC, plumbing, roofing etc.)

Cash flow greater than \$500k/year

Expandable via digital marketing

Recession resistant (the product/ service will still be needed during a recession and can't be easily DIYed)

- **A great indicator are businesses that are still operating during this pandemic**

Owner is ready to retire and has often under-invested in growth



Business model

Build trust by training owners to optimize their business and step away from the day-to-day operations (hire/train a CEO, invest in technology)

In exchange, get option to buy their businesses on favorable terms (strong seller financing, etc)

We then operate and scale portfolio of these systematized businesses under a unified brand


Aim to take the business public or sell to a strategic buyer





The 10-trillion-dollar opportunity

60% of US
business owners
will retire in the
next 10 years



This represents over
10 trillion dollars
worth of small
businesses that need
to switch hands

These businesses
are unloved and
undervalued (they
sell for less than 3x
annual cashflow)



This presents a major opportunity

for us to provide stability to businesses owners by helping them optimize their business and then retire on their own terms by exiting their business to us



Our secret sauce is a combination of front-facing and invisible business optimizations

COMPANY

Developing systematic frameworks and training for running each key business process

A data sharing platform for each company and team member to share their learnings across the entire portfolio

TEAM

An obsession with treating our employees well (health benefits, retirement plans, flexible time off, cash bonuses, etc)

Attracting and motivating strong leaders and managers to manage the day to day of our businesses

CUSTOMERS

An obsession with delighting our customers (above and beyond just solving their problem)

Empowering our portfolio companies to methodically give back to their communities - and including their entire team in the process



Traction: In the last 6 months, Kingmakers Kingmakers Ops has:

Evaluated 850+ deals in the home services space, put in 9 offers to buy residential services businesses on the west coast

We have 2 accepted letters of intent as of July 2020 (with 1 set to close this month)

This company generates \$500k+ of cash flow per year

We put a down payment of \$270k to buy the business (with the rest structured as seller financing)

We expect this transaction to make the company 9.4x its original investment over 5 years

We plan to do 4-5 transactions of this type with the capital we raise



Deven Soni

Co-Founder



Berkeley
UNIVERSITY OF CALIFORNIA

**Goldman
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HIGHLAND
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Leadership Team



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Seller & Investor Relations



Vlad Rascanu
Director of Growth



KINGMAKERS

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Our track record since 2015

**20
acquisitions**

8 exits to date

**Over \$10mm
invested**



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Valuation & terms

**\$1mm Raise
(Regulation Crowdfunding)**

**SAFE Note (Simple Agreement for
Future Equity)**

\$7mm cap



Why Kingmakers Ops

Millions of business owners ready to retire. Covid-19 making it even harder to exit

Win-win model:
Helping business owners retire in exchange for acquiring their business on great terms

Talented team:
Building systems to optimize portfolio

