

Case Study:

M&A Process and Diligence Support



Retail Point-of-Sale SaaS Company Selects  RTD INSIGHTS  for M&A Process and Diligence Support

Company and Situation Overview

- Headquartered in Eastern U.S. with fully remote team
- \$5M+ in annual revenue; founder-owned company
- Approached by large fin-tech buyer seeking acquisition

Challenges without RTD Insights

- X VP of Operations and Marketing managing all M&A diligence with limited support and day-to-day involvement from rest of team
- X In exclusivity with buyer seeking accelerated close; existing team had limited experience with detailed M&A process
- X Assistance required with creation of diligence information and schedules

Results with RTD Insights

- ✓ Worked daily with VP of Operations and Marketing to lead M&A diligence process and ensure all requests were addressed in a timely and complete fashion
- ✓ Led the creation of key financial analyses and presentations for buyer
- ✓ Led the drafting and completion of contract disclosure schedules