

# Executive Summary

**\$2.4MM**

FY2025 Revenue

**\$0.5MM**

Adj. EBITDA (22% margin)

**16 Clients**

76% University Revenue

**12 Employees**

100+ years combined expertise

## BUSINESS OVERVIEW

- Higher-Ed and workforce development platform serving universities and healthcare organizations across enrollment, marketing, recruitment, and AI integration.
- Diversified revenue model: tuition-share agreements, marketing services, consulting, recruitment operations, and workforce development.

## TRANSACTION CONTEXT

- Lead stakeholder holds 63% (passive) seeks to divest for retirement; Other stakeholders including CEO and COO willing to exit or support post-transition.
- Ideal buyer is a strategic or financial partner to scale the Go-To-Market strategy in workforce development.

## TEAM & CAPABILITIES

- Buyer gains experienced team in enrollment, student acquisition, university partnership management, and CRM-driven recruitment.

## INVESTMENT HIGHLIGHTS

- Structural tailwinds: declining enrollment drives outsourced demand for platform's services.
- Long-standing university partnerships (10+ years), creating sticky revenue and high switching costs.
- FY2025 margin improvement driven by operational optimization and focus on highest-value client relationships.

## GROWTH OPPORTUNITIES

- Active pipeline in healthcare workforce development and AI-enabled education delivery — near-term cross-sell potential for a scaled buyer.
- Certificates and workforce programs create new revenue pools beyond traditional OPM relationships.
- Platform consolidation opportunity — natural bolt-on in a fragmented, consolidating market.

# Full-Service Growth Partner for Higher Education & Workforce Development

<b>Higher Education &amp; Workforce Development</b>	<b>\$2.4MM</b> Rev 2025 <b>\$1.0MM</b> Gross Profit 2025
<b>\$0.5MM</b> Adj. EBITDA 2025	<b>12 Employees</b> <b>15 Clients</b>

## Business Description

- Full-service consulting partner for colleges, universities and healthcare organizations
- Operates across 9 service areas spanning OPM, marketing, recruiting, retention, and accreditation
- Serves public, private and adult-serving institutions to grow enrollment and modernize operations
- Built on 100 years of combined higher education expertise, functioning as a true institutional extension

Key Financial Metric	Value
2025 Revenue	<b>\$2.4MM</b>
2025 Gross Profit / Margin	<b>\$1.0MM / 43%</b>
2025 EBITDA / Margin	<b>\$0.0MM / -1%</b>
2025 Adjusted EBITDA / Margin	<b>\$0.5MM / 22%</b>
Top 3 Client Revenue / Share	<b>\$1.8MM / 75%</b>
Tuition Revenue / Share	<b>\$1.5MM / 60%</b>
University Revenue / Share	<b>\$1.9MM / 76%</b>

Revenues	2025	Share
Tuition		
Undergrad	\$27,981	1%
Masters	\$884,740	36%
PhD	\$580,975	24%
Total Tuition	\$1,493,695	60%
Marketing	\$365,000	15%
Consulting	\$330,050	13%
Certification	\$180,851	7%
Other	\$101,750	4%
<b>Total Revenues</b>	<b>\$2,471,346</b>	<b>100%</b>


Equity Ownership	Share
Largest Stakeholder	63%
CEO	12%
COO	11%
Other	14%
Total	100%
Loans	Amount
Largest Stakeholder	\$920K



## Key Founder Priorities

- Stakeholders interested in exiting to strategic buyers.
- Willing to stay for a period of time post-exit.
- We have been assisting founder by speaking with potential buyers and arranging introductory meetings.

# Thank You!

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