

# Outreach Report

January 12, 2020

## Summary

Basis State used a broad outreach strategy for the SampleCo asset. We based our messaging on a value proposition refined to each prospect, as discussed in the Market Positioning document. Every company received initial outreach and subsequent follow-up, at a minimum.

In total, Basis State approached 189 companies about SampleCo. Of those, we are still in active discussions with 2. One has intimated a potential offer in the ‘mid six figures’ range. The other hasn’t mentioned valuation.

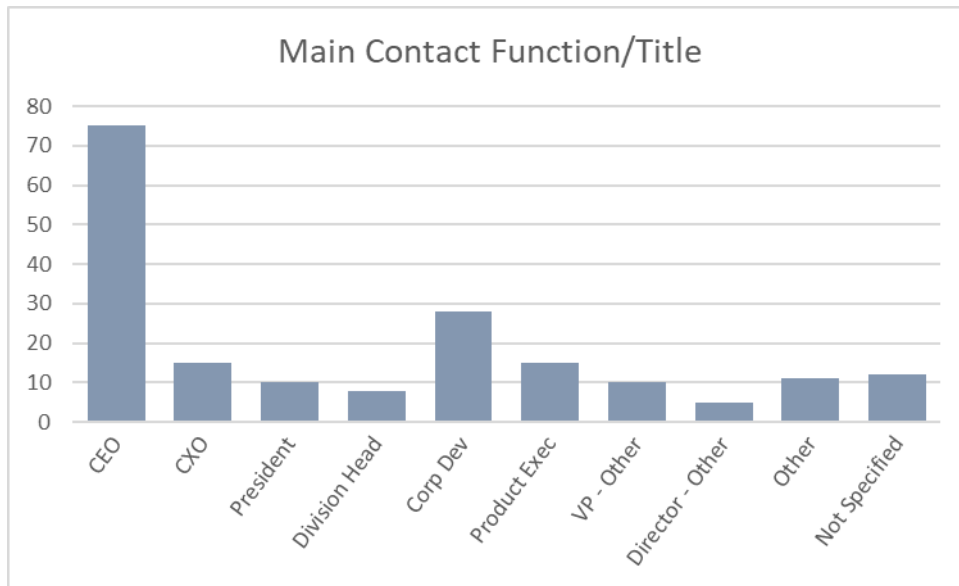
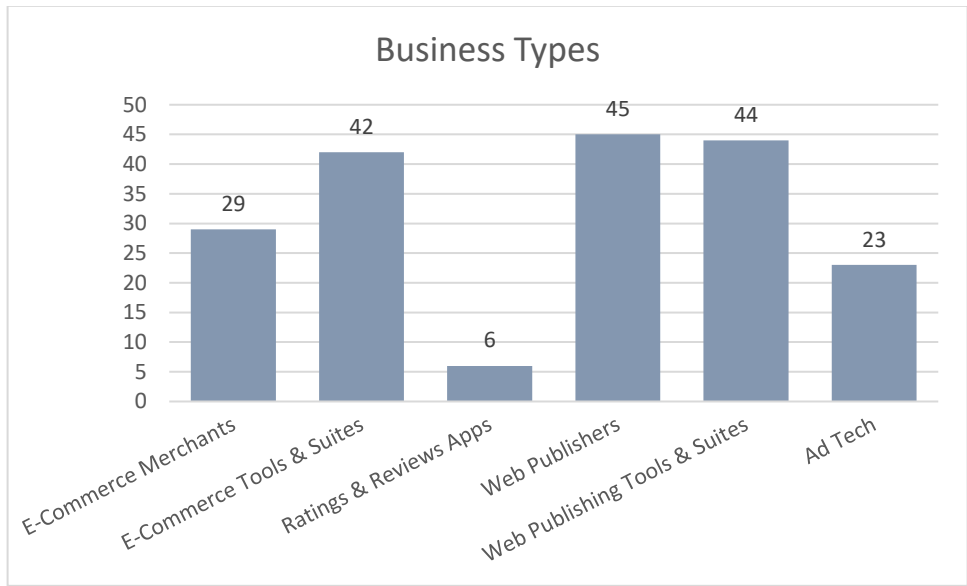
## Interested Parties

After contacting a total of 189 companies, Basis State received interest from 8. The 6 that dropped out of the process did so because of SampleCo’s lack of revenue, lack of employees, or did not specify.

Company	Business Type	Value Prop	Active?	Reason	Q&A	Initial Qualification Call	Accessed Data Room	Deep Dive Call	Valuation Guidance
Frorealm	Adtech	Engagement in ad units	YES	N/A					
Vacso	Adtech	Engagement in ad units	NO	Unknown					
Gogogox	Publisher Tool	Tool for engagement suite	YES	N/A					
Bestfloor	eComm Merchant	Content on new products	NO	Empls.					
Siopp	eComm Tool	Tool for eComm suite	NO	Unknown					
Busyglide	eComm Tool	Feature for reviews product	NO	Revenue					
Yodacloud	Publisher Tool	Boost activity in app	NO	Unknown					
Skizzle	eComm Tool	New tool for suite	NO	Revenue					

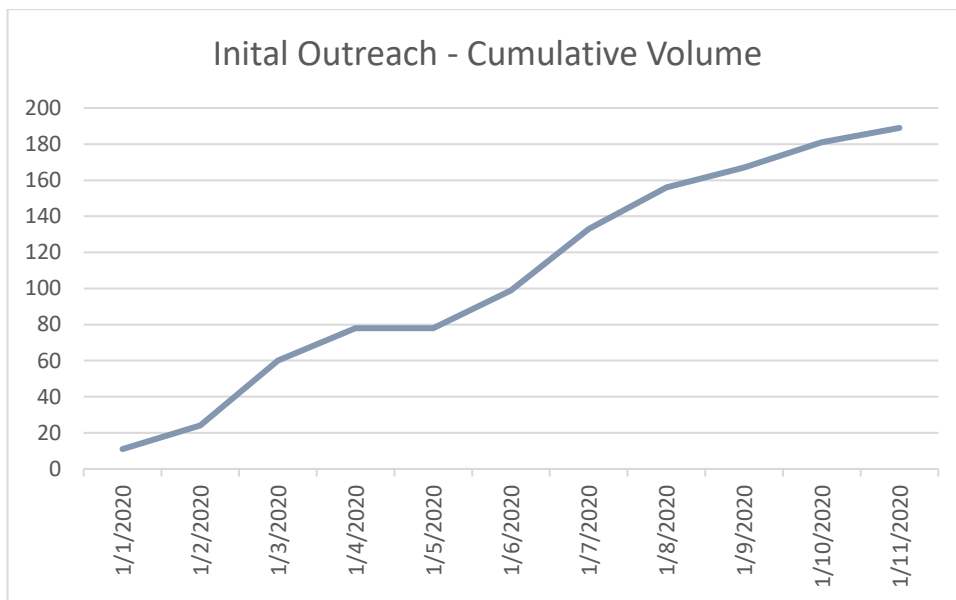
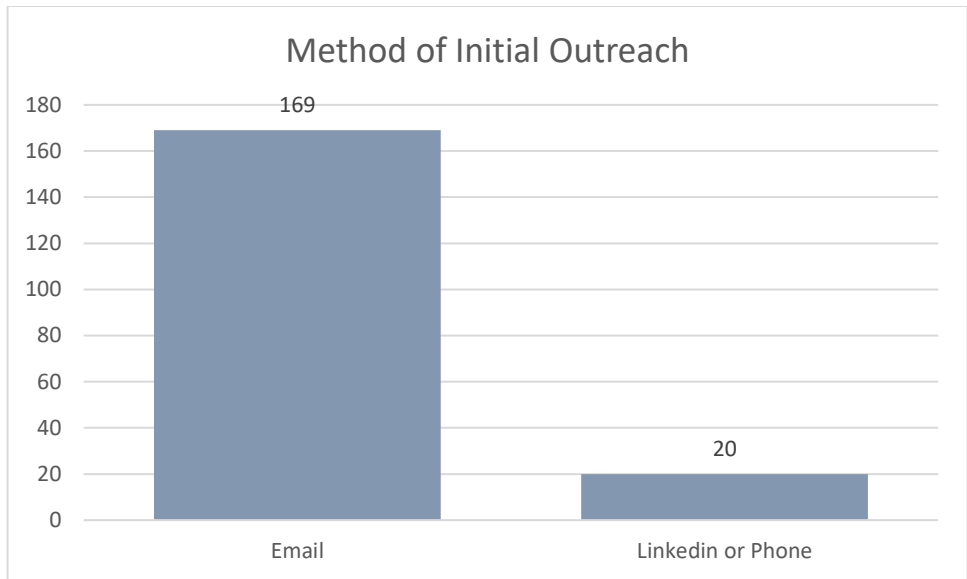
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The 189 companies contacted fell into 6 segments, as follows.



Whenever possible, Basis State tries to reach someone in Corporate Development, as they are the most receptive to the idea of an acquisition. In smaller companies, the next best contact is the CEO. And with larger companies, it is a division or product manager.

The vast majority of companies were initially contacted by email. In cases where we knew the contact well, we either called them or contacted via LinkedIn messenger.



In order to keep up with responses, Basis State paced initial outreach evenly for roughly 10 days starting 1/1.

Follow-up on non-respondents lasted for same duration starting on 1/3.