

## Demystifying the investment process

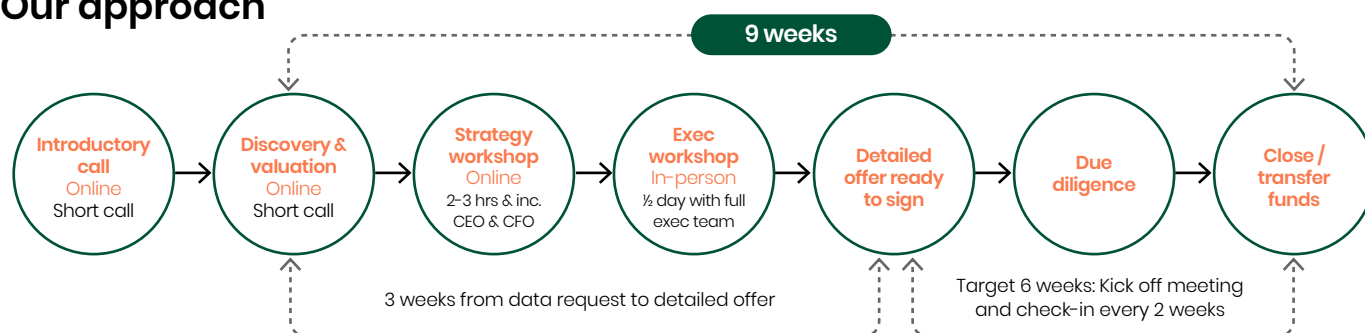
For most founders, the sale of your business is uncharted territory. You may see it as a long, opaque process that drains time, energy, resources, and focus. Or you may worry about being lured in by tempting early valuations, that are later lowered, or losing control. Your concerns might be such, that could seem easier to do nothing at all.

At Uplift, things are different. We are European software experts who understand businesses like yours - deeply.

Our process is fuss-free. We work at your speed. We can complete investments in as little as nine weeks from our first discovery call, if you already have the straightforward information we're likely to request.

We're transparent, collaborative, and support you every step of the way. We are genuinely focused on fair valuations and long-term growth. Our deal structures are uncomplicated. If you want to take some money now and stay involved, you can still keep a stake.

## Our approach



Let's start by getting to know each other a little.

You'll get a feel for Uplift as a prospective partner. We'll find out about you, your business, and your desires for the future.



After signing a non-disclosure agreement (NDA), we'll request some simple information.

This usually includes high-level financials such as revenue, expenditure, and forecasts if you have them. If you don't, just share what you have got. Our deep software expertise means we don't need to ask for lots of detail at this stage - we can work with the information that you have.

We'll present an indicative valuation back to you within one week.

Everything up to now should only need a few hours of your time - less if you have all the information to hand.



If you want to proceed, the next stage is a strategy workshop where we hope to demonstrate our software market expertise.

This session involves you and your finance lead. We'll explore your two-to-five-year vision and forecast, target addressable market, growth levers, and so on. In return, we'll share our thoughts on what the next chapter for your business could look like.

Afterwards, we'll issue a Letter of Intent (LoI). The LoI is non-binding, expresses our desire to invest in your company, and sets out our offer, key terms, and timeline.

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## Executive team workshop

Now, it's time to meet your broader team. We'll aim to meet in person for this second workshop, so we understand each other's culture and values better. This builds on the strategy workshop and helps us work toward a plan we can all get behind.

More important still, we'll get to know each other better as people.

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## Detailed offer

Following the session, we'll update the Lol if necessary and share it with you, answering any remaining questions you have ahead of signing.

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## Due diligence

With the Lol now signed, we'll conduct due diligence for the deal. This looks more deeply into areas like finance, legal affairs, tax status, and your technology.

We'll kick this off together and check-in formally with our leadership and yours every couple of weeks to make sure things are on track and you are feeling comfortable.

At this point you'll need to engage an M&A lawyer to act on your behalf. Your lawyer and ours will negotiate and agree on the final terms.

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## Close and transfer funds

It's time to put pen to paper. We will issue the Share Purchase Agreement (SPA).

This is the contract of sale for your business. It's a longer, more detailed document that sets out our joint plan for the transaction and the terms and conditions of the sale.

It won't contain any surprises as the key terms will have already been discussed a few times already, as part of the Lol.

Our deal structures are uncomplicated and flexible, so the SPA will reflect your priorities and goals, albeit in precise legal terms.

We both sign the SPA, the funds are transferred, and the sale is completed.

We can do all of this within nine weeks.\*

If you want to explore your options and find out more about Uplift, please email us at [contactus@uplift.com](mailto:contactus@uplift.com). We would be happy to put together a valuation and discuss how we could work together with you to grow your business.

What are the eight must-ask questions for business owners looking for an investment partner? Download the guide using the QR code opposite.



## About Uplift

Uplift is Europe's leading quality-orientated permanent equity investor with a focus on niche European software businesses with €1m-€25m in revenue. Our team of software industry experts across Europe work alongside founders to create better deals for better companies. We collaborate to preserve companies' brand and culture while making long-term investments that unlock their growth potential and enable founders to fully or partially exit. For more information, visit [www.uplift.com](http://www.uplift.com)

\*if all the deadlines are met and the information is correct

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