F& Co.

CASE STUDY

Sidekick

Fidelman & Company's expertise in Capital Investor Presentation, Financial Modeling, and Business Advisory sets Sidekick, a cloud-based marketplace for SAAS products and resources, up for success in the market and with investors

Fidelman & Co enabled Sidekick to successfully surpass their $775K fundraising goal, and secure $1M in equity

COMPANY PROFILE

Sidekick provides a cloud-based platform accelerating the discovery of software and related integrated solutions sourced from around the world and customized to fit the needs and specifications for each of its customers. Through the elimination of the bias inherent in legacy search engines, the Sidekick Marketplace creates transparency among technology solutions, their partners, integrators, and end-users. Using Sidekick's matrix, customers learn which tools can best serve them in record time, with reach to professionals around the world and the ability to select from over 50,000 companies. Sidekick is based in Calgary, AB Canada.

PROBLEM

A founder with a solid cloud-based platform idea who doesn't have enough definition of his solution to persuade investors to finance him.

SOLUTION

A complete investor presentation, pricing strategy, and enhanced financial model to validate the company's worth.

CHALLENGE

Sidekick acknowledged that engaging investors would require a solid initial concept, business plan, presentation materials, and robust financial model. During the engagement with Fidelman & Co, the founder experienced similar issues that his solution would eventually address.

Prior to working with Fidelman & Co., Sidekick faced the following challenges:

- Presentation Support – Critical areas of the founder's initial investor presentation materials were missing or insufficient. The presentation lacked essential financial information and required updated branding.
- Incomplete Pricing Strategy – Initial meetings revealed that the existing pricing process was unclear, difficult for clients to comprehend, and ineffective in supporting the firm's revenue goals.

DELIVERABLES

In February 2017, Sidekick engaged Fidelman & Co for support in a $775K fundraising effort supported by the following deliverables:

Presentation Support
Revisions and improvements to the financial statements, model projections, and slide presentation redesign strengthened fundraising efforts.

Incomplete Pricing Strategy
Creation of a scalable pricing model to identify how to charge clients.

RESULTS

Sidekick successfully surpassed their $775K goal, raising $1M in equity. In addition, the projections provided by Fidelman & Co. in 2017 were exactly in line with the 2019 actual performance.

CONCLUSION

Fidelman & Co. continues to provide Business Advisory services to firms like Sidekick, refining operations and analytics in order to generate 10x revenue growth and ten-fold customer demand. Fidelman & Co. also helps clients on building upward scalability.

AT A GLANCE

sidekick.co

Industry Vertical

- SaaS

Challenges

- Lacking investor presentation
- Incomplete pricing strategy

Solution

- Improved presentation
- Dynamic, scalable pricing strategy

"Working with Jeffrey provided the best ROI I Could have ever asked for. His guidance helped us raise funds we needed and now I've got 6 VCs to contact once my MVP is ready."

Doug MacKay
Founder and CEO, Sidekick