

# College Essay Guy

## How We Helped College Essay Guy Grow Through Acquisition

### COMPANY PROFILE

College Essay Guy is an online service that helps students put together essays for college applications. They approached us for help with their strategy around acquiring another business.

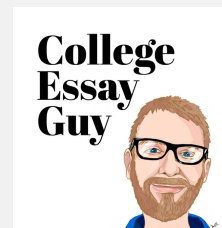
### THE CHALLENGE

There were two main challenges College Essay Guy faced. First, they needed to build a financial model for their company. Second, they needed to find a target company that would complement their existing business and help them grow.

### OUR SOLUTION

We helped College Essay Guy build a sound financial model for the business itself, including an overview of the company's revenue, expenses, and profitability. We also advised them on the best target companies to pursue, based on our analysis of the market and their specific goals. This led to the successful acquisition of another business, which helped College Essay Guy grow their company.

### AT A GLANCE



#### Industry Vertical

- EdTech

#### Challenges

- Fundraising strategy (financial model, pitch deck, valuation analysis, capital structure).

#### Solution

- Underwriting and analysis

### THE RESULT

The successful acquisition resulted in increased growth for College Essay Guy. They were able to add new services and products, reach new markets, and scale their business.

### KEY TAKEAWAYS

- Working with an expert M&A firm like Fidelman & Co can help you identify the right target companies and negotiate the best possible deal.
- Outsourcing the development of your financial models and business advisory services can save you time and help you make better decisions for your company.
- When evaluating a merger, consider how the target firm would complement your existing business and help you achieve your objectives.