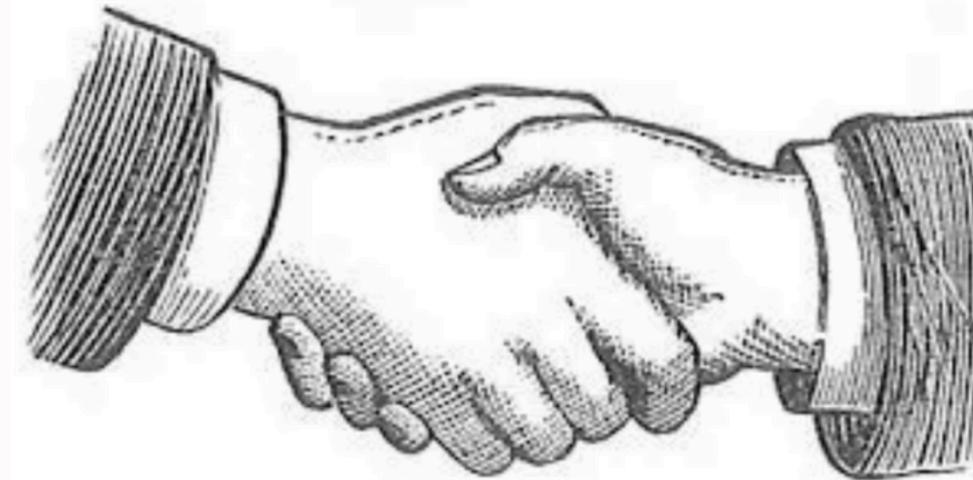




# Succession Planning

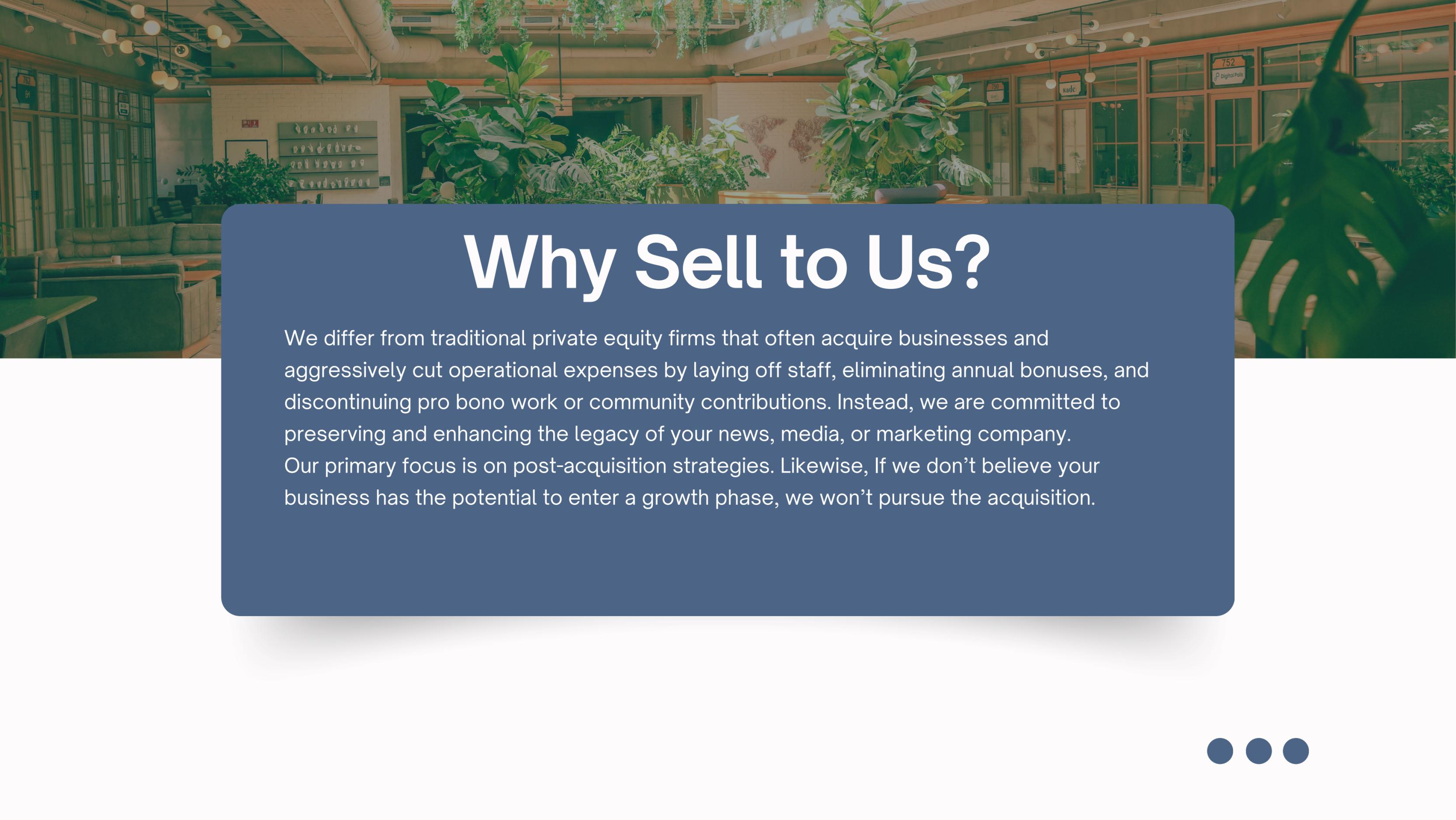
[www.pshiftmedia.com](http://www.pshiftmedia.com)



# Overview

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# Why Sell to Us?

We differ from traditional private equity firms that often acquire businesses and aggressively cut operational expenses by laying off staff, eliminating annual bonuses, and discontinuing pro bono work or community contributions. Instead, we are committed to preserving and enhancing the legacy of your news, media, or marketing company. Our primary focus is on post-acquisition strategies. Likewise, If we don't believe your business has the potential to enter a growth phase, we won't pursue the acquisition.



# Values

As a constitutionally grounded company, we firmly uphold the Bill of Rights and prioritize the growth of American small businesses. A key focus during our acquisition process is ensuring cultural alignment.



## Integrity

We are committed to preserving the legacy of your company. This includes continuing all pro-bono work, retaining existing staff, maintaining annual bonuses, and continuing any community contributions.



## Innovation

Rather than replacing employees with AI, we aim to integrate AI into daily tasks and goals, enhancing outcomes by up to 3x while retaining your team.

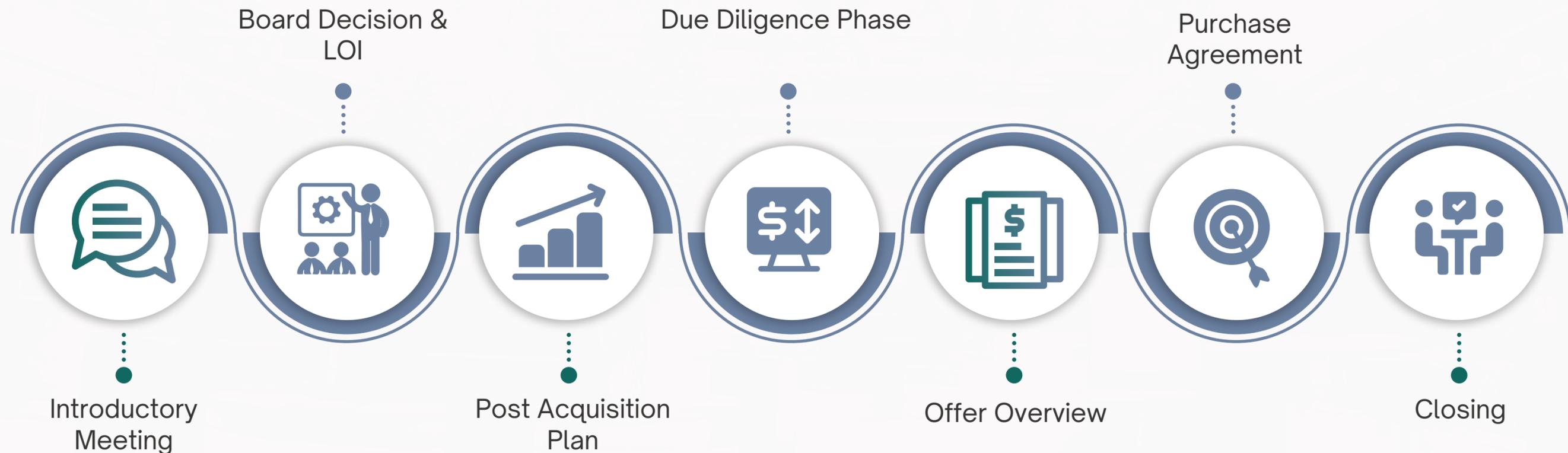


## Creativity

Through our AdTech, we can gain a deeper understanding of your audience, including their purchasing habits, and identify the right sponsors to deliver measurable results.

# The Steps

Keep in mind that every M&A transaction is unique, and the process may vary depending on the specific deal and parties involved. These are the typical steps involved in an M&A process after the NDA is signed.



# Goals

Here are the four main priorities to be addressed the first two years post-sale. These represent general objectives; however, specific goals may vary depending on the company and its unique circumstances.

01



## Identifying New Revenue Streams

Key considerations: Email newsletters, e-commerce integration, ad-free membership, donations, and guest-posting.

02



## AdTech

Gain a deeper understanding of the target audience: who they are, the music they listen to, their purchasing habits, and other metrics to help us connect them with the right sponsors.

03



## Digital Landscape Growth

Develop high-quality webpage, improve Google optimization, feature new categories such as Cold Cases and Lottery. Then grow social media presence on X, TikTok, and Meta.

04



## Scaling & Augmenting

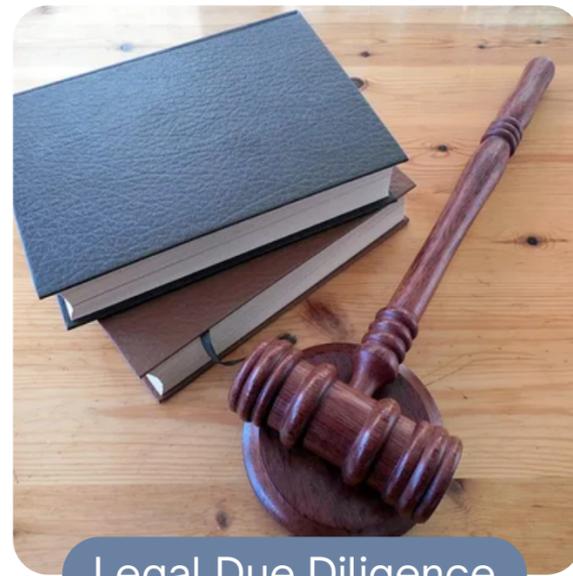
Our acquisition targets include news, media, and marketing companies, offering opportunities for integration and cross-selling.

# Due Diligence Phase



## Financial Due Diligence

Prepare all financial documents starting with the past 3-5 years of P&Ls, Balance sheets, tax returns, bank statements and up-to-date financials.



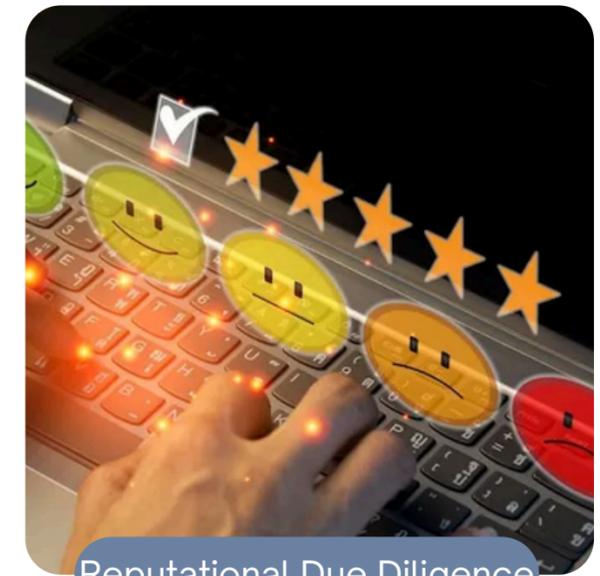
## Legal Due Diligence

Prepare the following: employee contracts, director agreements, details on salaries and wages. Include pension arrangements, contracts with sponsors or advertisers, privacy policies, and IP rights. Further, provide information on any disputes the company is currently involved in or likely to initiate.



## Operational Due Diligence

Prepare a employee list, highlighting key staff members who are nearing retirement. Ensure the document includes details on resource allocation, reporting structures, performance measurement, and budgeting and forecasting information.

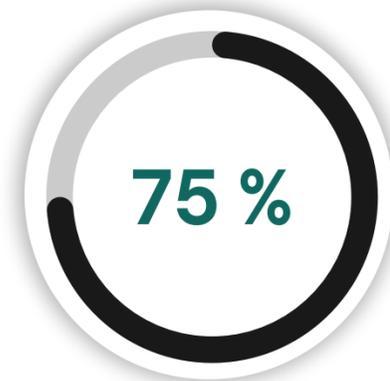


## Reputational Due Diligence

We will conduct a thorough audit of all marketing and reputational aspects of the IP, including Facebook Ads, Google Ads, SEO strategies, and the website.

# Statistics

Prepare all key statistics regarding the company's revenue, including e-commerce revenue, Customer Acquisition Cost, Return on Ad Spend, Average Contract Value, Cost of Goods Sold, Average Order Value, Customer Lifetime Value, revenue growth rate, cross-sell revenue, and gross margins.



## Contractual Revenue

Let us know the percentage of revenue that is contractual, along with all corresponding sources. If any of the sources are subscription-based, please provide the average lifetime value of each subscriber.



## Renewable Revenue

Prepare to provide details on customer retention rate, conversion rate, playback period, and CRM.

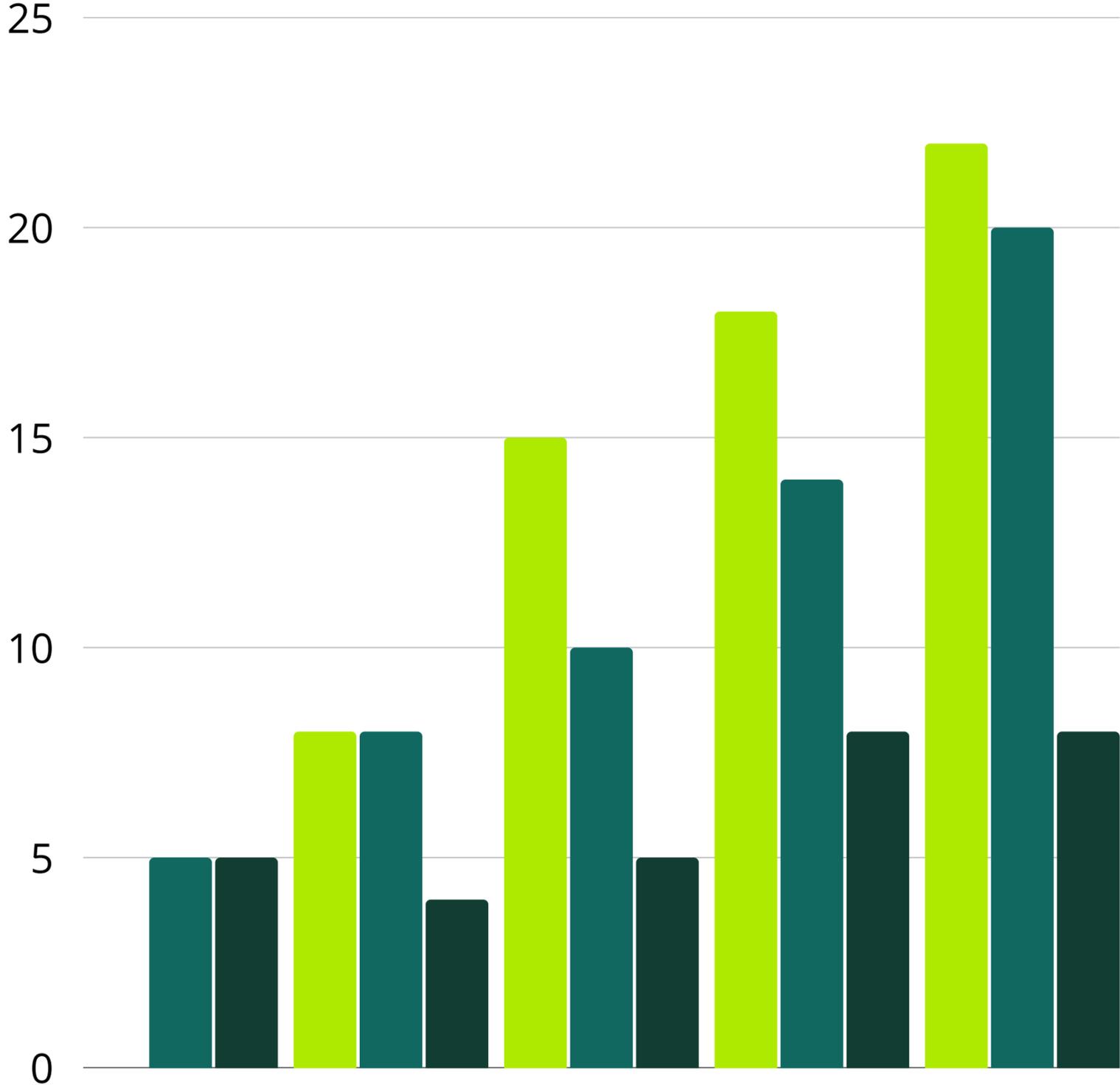
# Key Metrics

## Revenue Growth

Provide a list of advertisers and/or sponsors.  
Subscription based revenue as well as current methods of client acquisition.

## Operating Information

Evaluate employee performance against predetermined goals, objectives, then identify strengths, weaknesses, and areas for improvement.





## About Us

We are an investment company focused on M&A in News, Media, and Marketing. Our plan is to acquire a controlling interest in qualified companies and allocate working capital to achieve post-acquisition plans and integrate with other media & entertainment companies for mutual growth.



*Revolutionizing the way we think,  
building a better market,  
and shifting paradigms.*