

PROJECT CONFIDENCE

Intellectual Property & Business Asset Sale Opportunity

Expressions of Interest Due: 25 March 2022 at 12pm GMT

4
out of
5

potential buyers on a website leave
without completing a purchase

Did you know that...

Opportunity Overview

Hilco Streambank is delighted to offer the opportunity to acquire the intellectual property and business assets of Project Confidence (the "Company"), a technology company operating in the digital commerce market. The business has received extensive press coverage since its establishment, **with prior equity raises valuing the business in excess of £1 billion**. The Company aims to enable mid-market digital commerce growth utilising the most advanced behavioural insight and technologies required to identify, target, and convert product researchers into product purchasers.

Mid-market digital commerce brands are losing potential revenue due to the increasing challenge of converting individuals who are researching products into purchasers of products. The inability to accurately identify and guide researchers of products at critical stages in the buying journey means lost sales due to a lack of confidence needed to complete a purchase.

The Company's technology is able to offer clients a blend of three uniquely differentiated capabilities that solve this problem:

- **Guided selling** simulates the in store consultation process, helping customers find and purchase the right products.
- **Personalisation capabilities** allow delivery of a more relevant customer experience by tailoring purchase journeys based on past interactions, current context and predicted intent.
- **Optimisation capabilities** allow ecommerce managers to deliver timely content that helps push customers towards making a purchase.

The Company's offering helps digital commerce brands give consumers the confidence to buy at critical points in the selling journey. The Company's technology allows the identification and classification of product researchers from their 'digital body language'. These individuals can be targeted and supported through the use of digital advertising, a digital assistant and behavioural emails at critical points in their purchasing journey. This functionality **elevates clients' ecommerce offerings to the level of the world's top technology and retail businesses**.

While the Company's is still within the early stages of its growth, **its clients include leading international retailers spanning several market verticals**. In the past five years the business has generated **in excess of £75m in revenue**. The Company's proven technology has returned promising increases in conversion rates amongst its client base, and the business' reputation in the market is substantial with the potential for significant growth over the coming years.



Available Assets



Bespoke Technology

The Company provides a **suite of intelligent proprietary conversion marketing technologies** aimed at guiding consumers during critical stages of the buying journey. The technology features digital advertising technology, a digital assistant and behavioural email technology.



Brand Goodwill

The business has received extensive press coverage, being considered a **tech unicorn and valued in excess of £1 billion** based on historic fundraisings. A sale of the business would likely attract substantial press coverage for a buyer, which could lead to further opportunities for the business-as-a-whole.



Corporate Website

The Company utilises its **professional website** to feature information on the Company's products, thought leadership pieces, and testimonials from the Company's clients.



Client Contracts

The Company has in place **contracts with major international clients** for the provision of its technology services.



Social Media Accounts

The Company operates social media accounts across LinkedIn, Instagram and Facebook. Despite operating a B2B business model, the Company boasts **over 25k of followers across its social channels**.



Domain Names

The Company has a collection of 59 registered domain names, **including a "blockbuster" domain name** with applications outside of the Company's industry that significant value in its own right.



Available Assets



Fixed Assets

The Company owns a number of fixed assets such as **IT and personal computer equipment** available as part of a sale.



Client Database

The Company maintains a database of **existing and prospective clients**.



Senior Management & Workforce

In addition to the opportunity to acquire the Company's business & assets, management have indicated that the senior management team and workforce of circa 115 individuals would be keen to continue with a buyer. **This presents interested parties with the opportunity to continue with the Company's growth plan with minimum disruption to business.**



Terms & Conditions



VAT, if applicable, applies at 20%



A buyer's premium of 10% applies to this sale.



A non-refundable deposit of 20% will be payable by the buyer within 24 hours of bid acceptance.



Legal completion to occur within 5 business days of bid acceptance.

Expressions of interest are due by **Friday 25 March 2022 at 12pm GMT.**

All expressions of interest are to be directed to Hilco in writing. Should parties wish to make a formal offer prior to the expressions of interest deadline, a Bid Submission Form is available on request.

The bidder acknowledges that Hilco acts as an agent for the Company which offers for sale only what right, title and interest (if any) the Company possesses in the assets. Such sale will be without any warranties, expressed or implied. Hilco has not verified the information provided, and bidders are deemed to have carried out their own due diligence.

VAT, if applicable, at 20% will be added to the price. A 10% buyer's premium (+ VAT) is payable by the winning bidder in addition to the purchase consideration. A non-refundable deposit of 20% will be payable by the buyer within 24 hours of bid acceptance. Legal completion to occur within 5 business days of bid acceptance. Hilco's full Terms and Conditions apply.

Contact the following Hilco representatives for further information:



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