



The Wyse Group

CASE STUDY: TECHNOLOGY - FINANCIAL ADVISOR

Company Profile

Industry: Technology

HQ: Connecticut, USA

Profile: A security software company providing monitoring, & productivity solutions

Key Issues



Alteration in strategy led to a decrease in revenue and a lack of foreseeable profitability



High customer concentration levels



Incorporating new B2B platform was critical for achieving sales goals

Implemented Workstreams

- Conducted sensitivity analyses concerning gross profit, sales, and market limitations
- Identified opportunities for diversifying customer base to increase market share
- Developed cash flow model and evaluated risks in the absence of cash infusion

The Wyse Group Impact

- Analyzed & presented a comprehensive model with revamped 13-week cash flow in 3 weeks to creditor
- Conducted competitive analysis & identified avenues for company to remain viable if additional equity was infused
- Developed several recovery options for creditor to return capital & reduce exposure

ABOUT THE WYSE GROUP

Founded in 2015 with a relentless focus on successful outcomes, The Wyse Group provides solutions and strategic guidance to middle market companies across their life cycle to achieve value appreciation through strategic, financial, and operational excellence.

Our Offices:

Short Hills, NJ | Buffalo, NY | Washington, D.C. | Austin, TX | Tampa, FL | Los Angeles, CA | Cleveland, OH

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CASE STUDY: TECHNOLOGY - SELLER NOTE CAPITAL RAISE

Company Profile

Industry: Technology

HQ: Texas, USA

Profile: Residential loan technology platform for originators & investors that allows for pricing, trading, & hedging

Key Issues



FTC required divestiture of two recently acquired ICE assets



Result was a sale along with the issuance of a \$500MM sellers note



FTC required immediate divestiture of the sellers note within 6 months

Implemented Workstreams

- Produced a comprehensive set of marketing materials including a market report, initial teaser and management presentation
- Created quality 3-statement financial model with projections
- Streamlined diligence by producing extensive pulse reports with all relevant reporting

The Wyse Group Impact

- 7+ term sheets received to purchase existing seller note as is with no provisions
- Efficient 4-month process from kickoff to financial close with high certainty to close
- Managed calculated process including an outreach to 300+ quality lender contacts to maximize valuation & speed to close

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