



Acquisition Opportunity: Tech-Enabled Pet Services Training Company RA219

This Company has more than 30 years of experience developing and marketing nationally recognized pet-related educational training and content for individuals, salons, and corporate customers in the U.S. and worldwide. The Company's three divisions are separate, but have associated functions:

- Online, instructor-mentored, student-paid education
- Instructional books and guides, used as in the training curriculum and sold independently as well
- Robust subscription-based online library of original, internally-developed videos featuring leading educators in the field

All three divisions, which are organized under individual corporate structures, operate entirely on a virtual basis, with shared employees spread across multiple states. Collectively, the three divisions provide rich and varied content for complete education on specific pet-related skills. Each division complements the other, accommodating students with many learning styles. The Company has a management team in place, and the owner and founder is willing to remain on with a new owner as a consultant, brand ambassador, or board member following the transaction for a limited time.

GROWTH OPPORTUNITIES

New and additional content – The owner is developing new curricula addressing changing needs in the pet care business and additional modules that would add extra benefit to the Company's students.

Upgraded technology platform – Management has considered upgrades to its technology platform, which would enhance the capabilities of the Company's online presence and would make the Company's trainers more efficient, allowing for additional student volume without requiring an uptick in staff.

INVESTMENT HIGHLIGHTS

Experienced instruction – With more than 30 years in the business, the Company speaks with authority on pet-related topics and is a nationally known provider of education in the pet-skills area.

Strong online presence and subscription revenue – The Company's robust subscription-based online library of videos has over 1,000 episodes of pay-to-access content, all of which has been developed internally.

Highly-respected print instructional content – The Company's original print content earned a 4.8-star rating in more than 1,200 customer reviews on Amazon, and is considered by many to be the industry-leading instructional guide.

Diverse customers – Students include independent learners, salon owners looking to educate their personnel, and corporate customers.

Virtual operations – The online-focused business gives the Company the flexibility to operate and scale without the requirement of a physical location.

Revenue: **\$2,000,000**

EBITDA: **\$420,000**

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NDA: [RA219 NDA](#)