



Exit Strategies for Tech CEOs

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Who is TransLoc?

TransLōc[®]

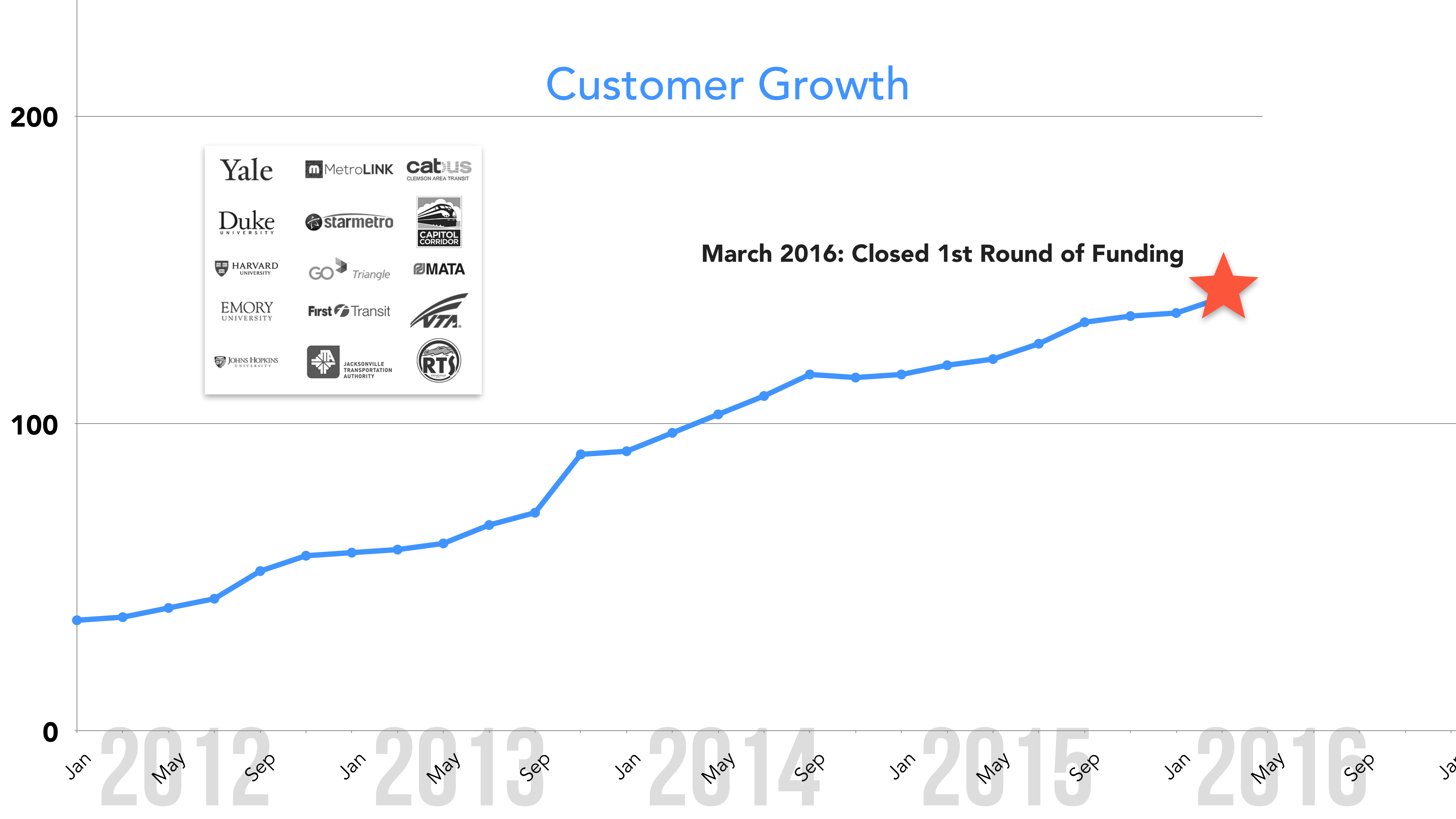
- Founded in 2004
- Creators of the first mobile transit-tracking app to show real-time bus movement
- 350+ cities & transit agencies customers
- Purpose // People // Product // Profit



Customer Growth



March 2016: Closed 1st Round of Funding





A little story about the road to the deal



Insights, advice, & half-baked suggestions

Things you should always be doing

- Create unique, massive value that is worth buying (hint: may not be your revenue)
- Develop your people, teams, overarching philosophies
- Build relationships with potential acquirers
- The no-exit-strategy strategy

In preparation for a sale

- Stage the company for max return (e.g., are your financials in order?)
- Are you on the market or not? (e.g., iBanker or not)
- Relationships are critical - you must build them and not waste them
- Inbound interest - the real from the BS
- Know what you want - numbers, terms, etc. You only sell your company once (unless you're Bronto :)
- You've got interest? Great - now you MUST have competition

During the deal

- Know this - a deal can die at any moment for any reason
- Impact on the business, investors, people - are you going to be transparent with your employees?
- Prep the team to run the business for you
- Run a "process"
- Keep growing - stalling can kill the deal

During the deal (continued)

- Diligence is hell. Hire a Bill Bing now!
- “Every deal dies twice before it happens”
- Be careful about going all in - what happens if the deal dies last minute?
- Take care of yourself during this time. Takes much longer and has much more impact on you and the company than you'll think.

You sold your company - congrats! Now what?

- Are you staying? Payouts, etc.
- As soon as it's sold, it's all smooth sailing (insert heavy sarcasm here). Integration can be hell (wait, I thought diligence was hell?)
- Founder/CEO depression - yep, it's real
- You'll see the best and worst in people. Get ready!

You can do this!

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