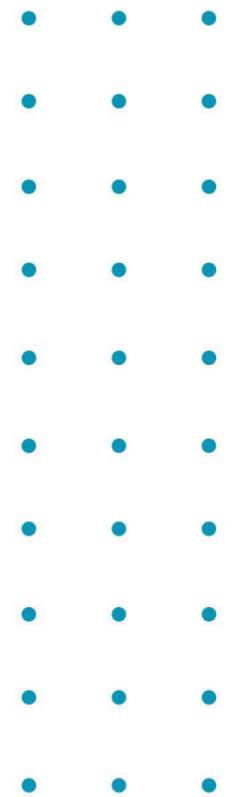
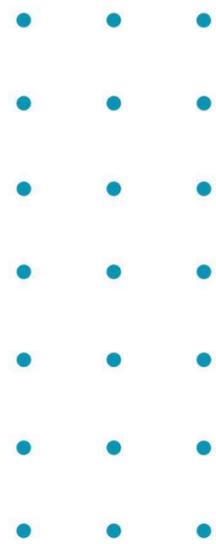




# KINGMAKERS OPS

We operate and grow residential services businesses across the US



## What kind of businesses are we talking about?

Essential home services (HVAC, plumbing, roofing etc.)

Cash flow greater than \$500k/year

Expandable via digital marketing

Recession resistant (the product/ service will still be needed during a recession and can't be easily DIYed)

- **A great indicator are businesses that are still operating during this pandemic**

Owner is ready to retire and has often under-invested in growth



## Business model

Build trust by training owners to optimize their business and step away from the day-to-day operations (hire/train a CEO, invest in technology)

In exchange, get option to buy their businesses on favorable terms (strong seller financing, etc)

We then operate and scale portfolio of these systematized businesses under a unified brand

Aim to take the business public or sell to a strategic buyer





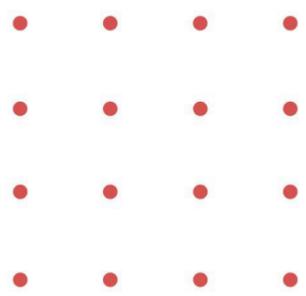
## The 10-trillion-dollar opportunity

60% of US  
business owners  
will retire in the  
next 10 years

This represents over  
10 trillion dollars  
worth of small  
businesses that need  
to switch hands

These businesses  
are unloved and  
undervalued (they  
sell for less than 3x  
annual cashflow)





# This presents a major opportunity

for us to provide stability to businesses owners by helping them optimize their business and then retire on their own terms by exiting their business to us



# Our secret sauce is a combination of front-facing and invisible business optimizations

## COMPANY

Developing systematic frameworks and training for running each key business process

A data sharing platform for each company and team member to share their learnings across the entire portfolio

## TEAM

An obsession with treating our employees well (health benefits, retirement plans, flexible time off, cash bonuses, etc)

Attracting and motivating strong leaders and managers to manage the day to day of our businesses

## CUSTOMERS

An obsession with delighting our customers (above and beyond just solving their problem)

Empowering our portfolio companies to methodically give back to their communities - and including their entire team in the process



# Traction: In the last 6 months, Kingmakers Kingmakers Ops has:

Evaluated 850+ deals in the home services space, put in 9 offers to buy residential services businesses on the west coast

We have 2 accepted letters of intent as of July 2020 (with 1 set to close this month)

This company generates \$500k+ of cash flow per year

We put a down payment of \$270k to buy the business (with the rest structured as seller financing)

We expect this transaction to make the company 9.4x its original investment over 5 years

We plan to do 4-5 transactions of this type with the capital we raise



# Deven Soni

Co-Founder



**Berkeley**  
UNIVERSITY OF CALIFORNIA

**Goldman  
Sachs**

**HIGHLAND**  
CAPITAL PARTNERS

 **WIREDINVESTORS**



# Hayden Miyamoto

Co-Founder



KINGMAKERS

| Contact us at [investors@kingmakers.co](mailto:investors@kingmakers.co)

# Leadership Team



Kylon Gienger  
President



Dmitri Kaminski  
Director of Technology & Analytics



Jeremy Hood  
Head of Diligence



Quinn Huffman  
Director of Acquisitions



Amir Haboosheh  
Seller & Investor Relations



Vlad Rascanu  
Director of Growth

## Our track record since 2015

**20  
acquisitions**

**8 exits to date**

**Over \$10mm  
invested**



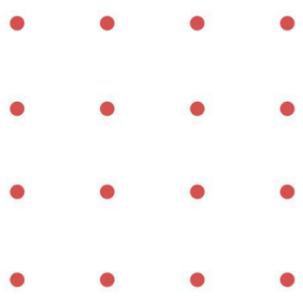
# Valuation & terms

**\$1mm Raise  
(Regulation Crowdfunding)**

**SAFE Note (Simple Agreement for  
Future Equity)**

**\$7mm cap**

# Why Kingmakers Ops



Millions of business owners ready to retire. Covid-19 making it even harder to exit

Win-win model: Helping business owners retire in exchange for acquiring their business on great terms

Talented team: Building systems to optimize portfolio

