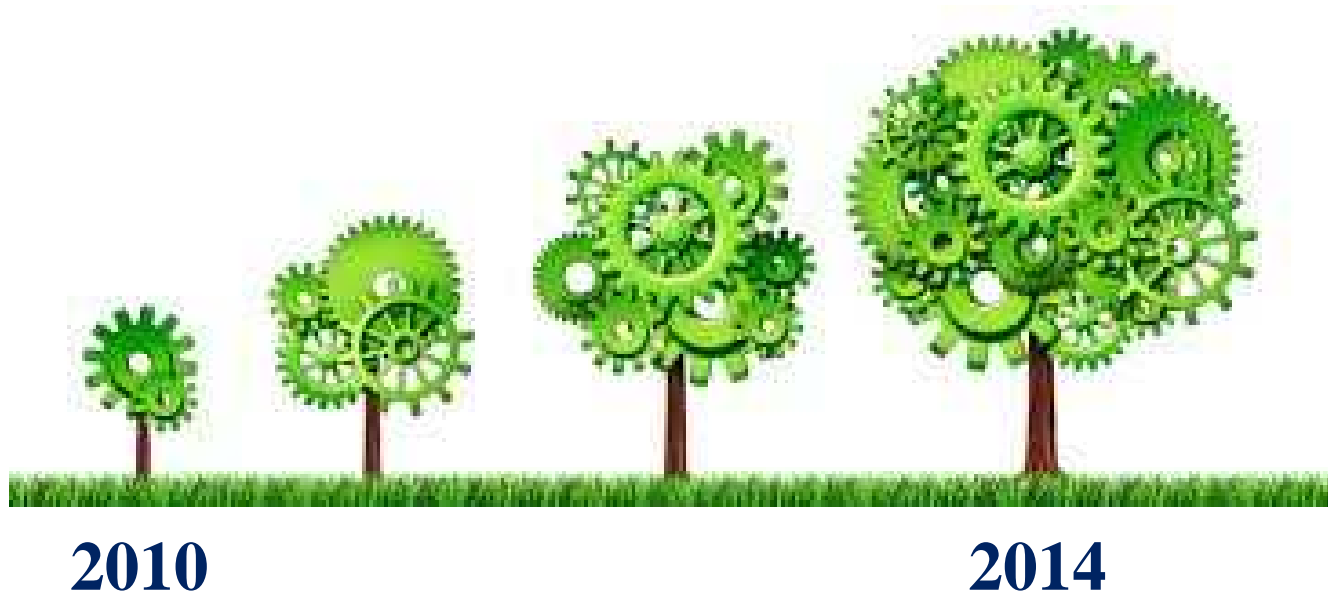


How to Build an App Business You Can Exit



Who we are

- FE International was founded in 2010
- Broker the sale of online businesses
- 100% self-funded to date
- Eight figures in completed deals
- Year on year growth



“Looks can be deceiving”

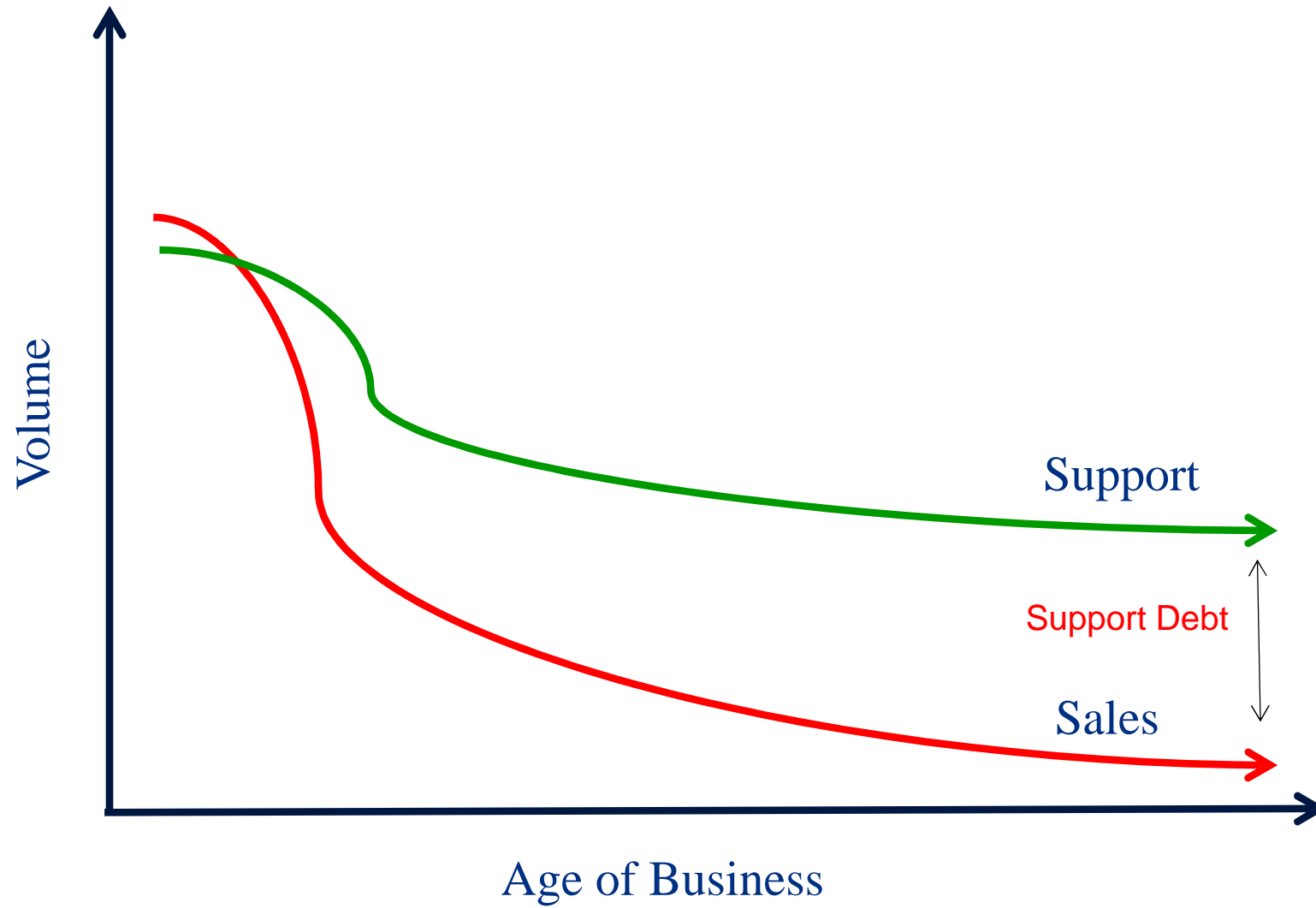


Proactive vs. Reactive

Losing \$500K in a Day



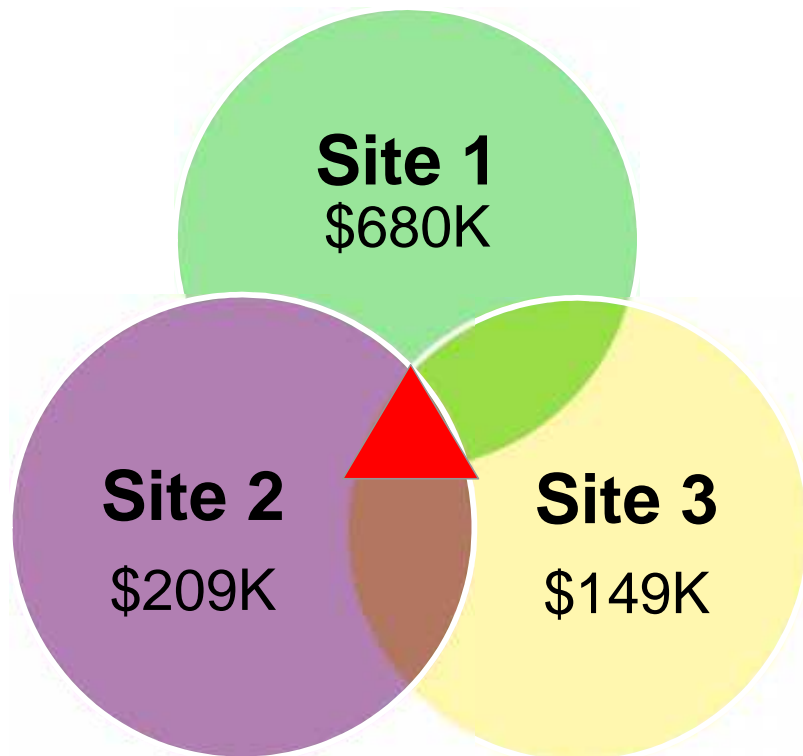
The unsellable business



Rational investors won't pay for 'known' potential



A few lessons from successful sales

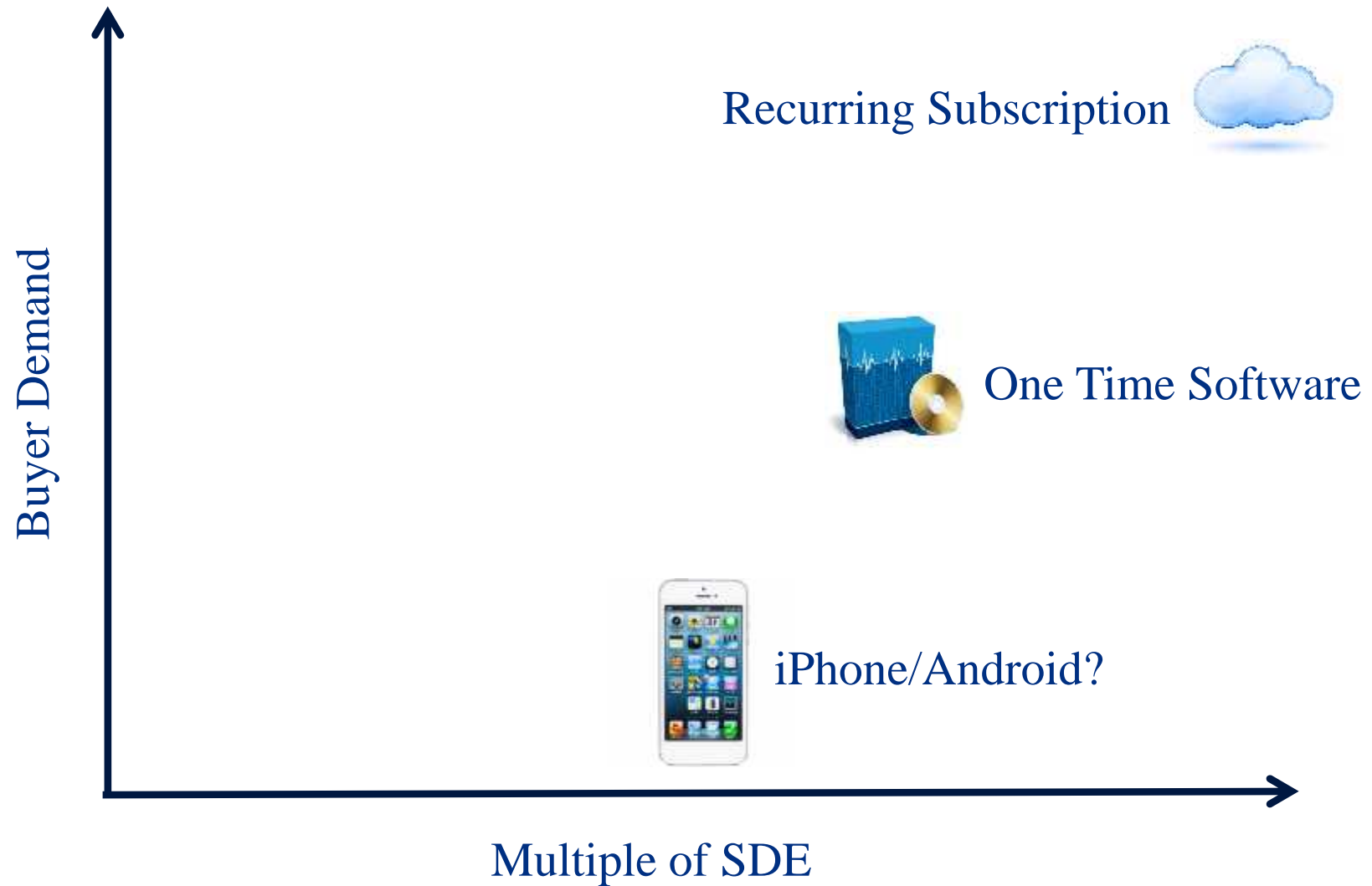


What does the average buyer want?

- Month-on-month increasing MRR
- Upwardly trending niche
- Outsourced support
- Documented production roadmaps/codebase
- Transferability



Okay, okay. Just tell me what it is worth...



Wrap up

- Insurance policy (hope you don't need it)
- Proactivity is key
- Recurring beats one-time

Q&A Session

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