CONFIDENTIAL TEASER — PROJECT #10

Tech-Enabled eCommerce Growth Agency

ASKING PRICE	REVENUE	ADJ. EBITDA	EBITDA MARGIN
$9M	$6.0M	$2.4M	40%

Business Overview

Project #10 is a full-service ecommerce growth agency delivering integrated performance marketing, Amazon marketplace management, Shopify development, lifecycle marketing, creative production, conversion optimization, analytics, and strategic consulting. The company operates primarily under recurring retainers, enabling predictable cash flow, strong client visibility, and long-term relationships across consumer brands.

Business Metrics

- **Founded:** 2018
- **Team:** ~50
- **Active Clients:** ~60
- **Revenue Model:** Predominantly recurring retainers
- **Average Monthly Engagement:** ~$10K
- **Average Client Tenure:** ~17 months
- **Largest Client:** <8% of revenue
- **Client Mix:** Primarily B2C

Core Services

- Performance Marketing
- Amazon Marketplace Management
- Retail Media
- Shopify Development
- Creative & Content
- Email & SMS
- CRO
- Analytics
- Strategic Consulting

Investment Highlights

- Approximately 85% recurring revenue.
- Diversified client portfolio with low concentration.
- Experienced management team and scalable delivery platform.
- AI-enabled workflow initiatives improving efficiency and margin potential.
- Multiple cross-selling and international expansion opportunities.

Growth Opportunities

Expand enterprise accounts, deepen Amazon and retail media capabilities, commercialize AI-enabled services, broaden international reach, and pursue strategic acquisitions.

Ideal Buyer

Strategic digital agencies, Amazon specialists, retail media operators, commerce enablement platforms, and PE-backed marketing services firms seeking a scalable ecommerce platform.