

# Acquisition Opportunity: Project Island

## Company Overview

- Founded 25 years ago, Project Island (the “Company”) is a full-service marketing and communication agency **with robust research, strategy, in-house creative, and media buying capabilities serving a niche educational market.**
- **Proprietary real-time research platform.** Real results from up-to-the-minute data developed from **research instruments and protocols which deliver clear and insightful intelligence**
- The Company has east and west coast, and Midwest offices to strategically grow and serve institutions across the US.
- Most of the staff now works remotely, bringing the flexibility to manage the operation from any location.
- The company has a clear vision and understanding of the client’s needs delivering fully integrated services by staff that have attended, taught or been employed in colleges and universities.
- Using comprehensive research and relevant data to drive strategy, **the Company’s campaigns consistently exceed industry averages.**
- Their integrated service delivery model follows a proven process using a team approach that leverages the skills of subject matter experts that scale across accounts which leads to successful, repeatable delivery and customer satisfaction.
- Investment in the Company might be of particular interest to:
  - Industries wanting the Company’s online data access and lead generation capabilities for verticals such as: four-year colleges and other educational institutions; real estate brokerages; financial services companies or any industry using data to reach consumers.
  - Strategic media partners interested in leveraging the Company’s rich data, content, proprietary platform, and creative talent.
  - Online Learning Management companies wanting to leverage data access and research-based student recruitment campaign success.

## Financial Performance (USD)

- The Company has seen 46% CAGR on topline revenue from 2017 to 2020.
- The Company maintained equal profitability in 2020 compared to 2019 despite the pandemic and market uncertainty.
- To offset the effects of COVID, a strategic decision was made to allow media revenue to grow past the company’s media revenue ceiling of 47%.
- 2021 shows modest top line growth, however the 2021 agency vs. media revenue mix is forecast to drop media revenue below 47% thereby increasing the bottom line on the same top line revenue.



## Growth Opportunities

Expand strategic partnerships with media companies to leverage the Company’s rich data, content, and proprietary research platform.

Sell research services to institutional and corporate clients independent of campaign and media services.

Develop an on-line data access platform for four-year colleges; real estate brokerages; financial services companies or any industry using data-driven media to reach consumers.

Focus on direct marketing and sales efforts to achieve further geographic penetration on both east and west coasts, southern US, and major metro areas.



Paul Niccum | 612-877-1709  
pniccum@paradisecapital.biz  
paradisecapital.biz