

## Profile number

103402

## Online coaching business/educational company for sale

### Located in

North Rhine-Westphalia

### Personal data

#### Sector

Service industry

#### Type of company

Training / education

#### Legal entity:

Limited Company

#### Type of transaction

Assets / liabilities

#### Life phase enterprise

Growing

#### Employees in FTE

< 5

#### Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

### Financial information

#### Turnover last financial year

€ 250.000 - € 500.000

#### Asking price

To be agreed

#### Earnings before taxes

€ 0 - € 100.000

### Company history/background

As a self-employed individual at the time, I started offering seminars and coaching sessions in 2017, immediately after graduating from high school. These sessions covered topics such as motivation, time management, learning strategies, and coping with exam anxiety. Due to growing demand on my YouTube channel, which I also launched in 2017, covering these same topics, I founded our GmbH (limited liability company) with a business partner in 2019. The company quickly rose to become the leading provider in its niche. Today, I run the company on my own with two full-time employees, a student intern, and two freelancers.

We have successfully established a significantly more effective alternative to traditional tutoring and standardized high-priced sales in the student/education market.

The company is now completely for sale (including employees, customers, online products, etc.) because I personally want to reorient myself without losing the immense potential of the company.

The company is divided into 6 departments:

1. Marketing (Online marketing to generate customer inquiries)
2. Sales (scripted sales guides for closing customer inquiries)
3. Coaching (Service provision: E-learning platform, chat support, Zoom calls, etc.)
4. Administration (Accounting, Invoicing & Correspondence, Executive Assistant)
5. Personnel (Employee Recruitment & Employee Management)
6. Management (KPI controlling, strategic alignment & process development)

There is a current office lease in a major city in North Rhine-Westphalia, with a term until September 30, 2022. The office comprises 250 square meters with a monthly net rent of approximately €3,900.

## Unique selling points

- An innovative coaching program, which we were the first to introduce and which has proven very popular.
- High profit margins are possible (up to 50% of sales).
- Expansion of the product portfolio to lower grade levels and university studies is possible.
- Internationalization of the offer is possible

## Other

This offer is attractive for a buyer who is either interested in a large number of student leads (10,000+) or is passionate about marketing and sales. The service provision (student coaching) can be taken over by the buyer or a new employee, OR I would continue to provide the coaching for a transitional period and, during this time, train a new person who can then provide this service as an employee of the company. If desired, I would also be happy to advise on market needs, etc. Details can be discussed during our conversations, but in any case, I want to make the successful continuation of the business as easy as possible for the buyer and would be available for support even after the sale.