



We help founders and executive teams **innovate**, **thrive**, and **execute** values-based, next-phase solutions for their businesses.

*Value through values.*

*\*Confidential Model\**

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# Story Line

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Advisory Services – for technology businesses (SaaS-based software, business and technology services, tech-enabled businesses).

We exist to help founders and the executive teams transform, tune, and transact the businesses.

We charge ZERO hourly/services fees, as we want to put no additional expense burden on the P&L.  
We ask for ZERO grants of stock/incentive fees to lean in.

No grants, no fees, a simple shared success model – with proven strategies, execution models, and team-aligned success models that can make a lasting impact on your team, their families, and the lives of many others in your community.

Instead, we assess your business model and potential fit for value creation and the ability for us to work well together to create long-term material impact.

We work on equity models that are simply focused on “upside” value creation alone. If you win, we win. Period.

Our team of executives and strategic advisors help you create and execute next phase solutions for growth and impact, through transformation, transaction, and transition.

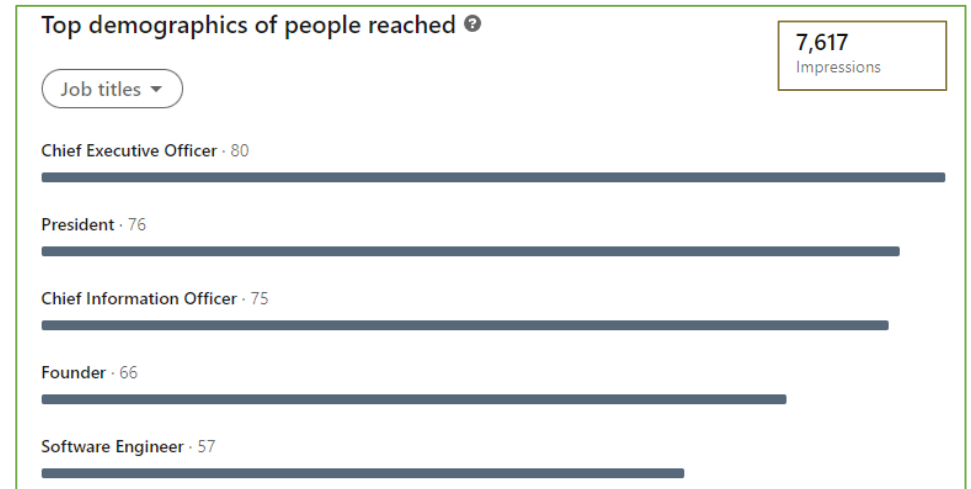
We put our money, our time, and our reputations on the line for your and our joint success.

# ‘Value thru Values’ Model:

## Value Pillars:

1. **Strategy** – growing Enterprise Value – advising on sales, operations, quality of revenue (multiple) + use of network
  - Focus to expand enterprise value thru “better together” model, preparing for future exit
2. **Sales** – network of C-level execs / Growth mindset / tools to run organization (30%+ growth)
  - Strong C-level network (*recent post example below shows reference of strength of my network*)
  - For sales expansion (\$9-figure deals) and potential M&A for growth
3. **Operations** – tuning for operational efficiency for EBIDTA (models, plans, metrics (15%+ profit)
  - Entrepreneurial – “rule of 45” (top decile of multiples)
  - Global
4. **Structure** – Corporation clarity, legacy, purposeful planning
  - Dream Team counsel (Legal, Accounting, Tax, Estate)
  - Experience / Timelines
5. **Advisory / Coach** – sounding board, people / team / founders
  - Pre- and post-integration challenges (team/partner)
  - Integrity & Stewardship as the foundation for my decisions

e.g.) Oct 2022 – recent LinkedIn post (my network example)



# Target Business

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## Business & Technology Services Firms:

- Targets:
  - Revenue: \$15M-\$50M (U.S. primary)
  - Growth: 10-20% growth
  - Profit: At least 5% EBIDTA
  - Model: At least 10% contractually recurring revenue and potential to do more
  - Stage: Pre-outside capital

## SaaS-based businesses:

- Targets:
  - Revenue: \$1-3M ARR
  - Gross Retention: 85%
  - Cash: 6-12 months on hand

# Founder Backgrounder

Experience

**Mark Seeley (background):** Proven business executive that has started, run, and sold technology and technology-enabled companies.

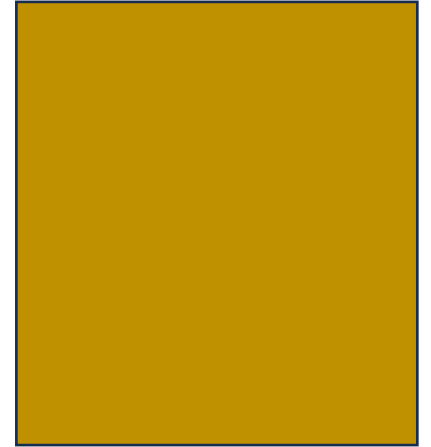
- Founder/Operator of **5 companies** – Logistics, Software, eCommerce, Real estate, IT Services
- Most recently ran Intellinet, a US-based management consulting & IT services firm, from 2010-2018 as **CEO** (integrated operator thru present, 2022)
- Growing **enterprise value** from <\$5M → **\$50M+** during that 8-year term as CEO (**2x revenue**)

Success

- Created **successful exit** to a global services firm after **32% CAGR** and **17% EBIDTA** over that **8-year period** while obtaining over **50+** local, regional, & national *best places to work* awards and client sat awards, impacting the finances of **several key executive personnel** upon exit
- Built **execution model** for our go-forward strategy; tuning operations, incentives & vision
- Ran point on **investment bank** process, pitch book, buyer roadshow & selection of final firm
- Assisted in **integration strategy / retention strategy** with buyer firm to and **led client value creation** of **9-figures of net new deals (\$250M)** in the combined entity with **37% CAGR** growth

Purpose

- Aligned purpose-driven vision of founder & SLT to **leave a lasting legacy** before transaction to tangibly represent our “**vision-to-values**” goals, financially and in the community
- Counseled **3 other Founders/Owners to successfully transact** their companies in the areas of IT services, solutions, and eCommerce. Formed ‘*Oaks Advisory Group*’ in this light.



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# Team

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**Managing Partner:** Mark Seeley

Team of Advisors:

- Tech Services executives
- SaaS-based Software executives
- Managed Services executives

Dream Team of Executors:

- Legal
- Tax & Accounting
- Estate Planning
- Wealth Management
- Leadership & Legacy

# Example of Purpose in Action:

## *Legacy After the Transaction*

**Our Purpose:** To enable founders to plan a **purposeful transition** of their business that impacts the *lives of their family, the families of those that helped them* get there, and *the community around them* in a **long-term, tangible, and meaningful** way.

**Purpose in Action:** Intellinet Corporation (*a case study*) - before transaction

- “The Net” – 115 homes in Haiti launched - [The Net](#) - building a **lasting legacy** that outlives your company.

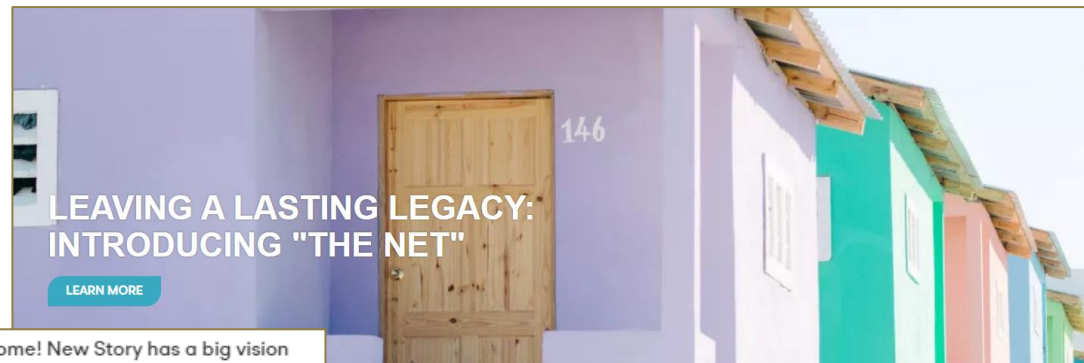


"So amazing. Excited about how this will transform a community and hundreds of people for generations. Big stuff!"

**Peter Flint, Founder of Trulia**

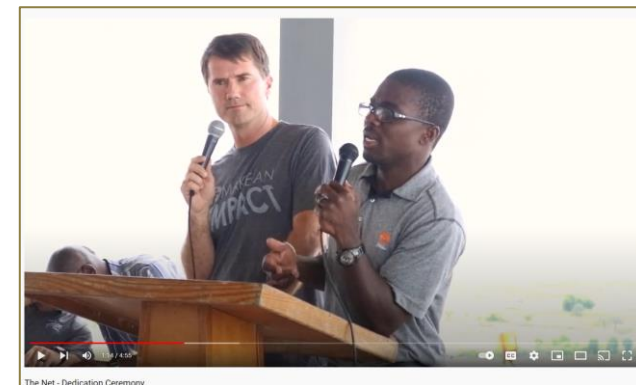
"This is a terrific venture for both Intellinet and Haiti. Incredibly inspiring."

**Michele Meyer, President at General Mills**



"This is awesome! New Story has a big vision but they know they can't reach it alone. Intellinet is helping New Story take giant steps forward. I believe this is the next wave of innovation when established companies partner with early-stage startups to do what neither could do on their own. Congratulations to everyone involved for demonstrating this kind of bold leadership."

**David Butler, VP of Innovation & Entrepreneurship at The Coca-Cola Company**



# The Grove

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Partial Client list – list could expand over time...

COMPANY 1  
Focus Area  
Unique  
statement  
Region

COMPANY 2  
Focus Area  
Unique  
statement  
Region

COMPANY 3  
Focus Area  
Unique  
statement  
Region

COMPANY 4  
Focus Area  
Unique  
statement  
Region

Links to their websites



# Strategic Partners

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Partial Partner list (company logos and links to their websites) – list could expand over time

TAX &  
ACCOUNTING

LEGAL

ESTATE  
PLANNING

TEAM  
EFFICIENCY

LIFE / LEGACY  
COACHING

\* These partners do charge services fees and are not directly a part of the Oaks Model, but all work well together in an efficient, collaborative model for maximum impact.

# Contact Us

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Web-form  
Email

Call to Action: **Join the Grove.**

