CLOSENESS

Spend less time searching. More time closing.

An AI-powered search platform for business acquirers: personalize outreach at scale, screen CIMs faster, and choose better niches.

Pilot proposal / Prepared for [Searcher name] / [Date]

AGENDA

What we'll cover

01

The problem

Where a 2-year search window goes

02

Pain points

The work that eats the week

03

Three products

Each with a live demo

04

Who it's for

Fit by search type

05

Features & pricing

What's in the pilot

06

Roadmap

What ships next

01

The problem

A limited window, and a process built for people who already know it.

THE PROBLEM

Searchers operate under intense time pressure

With just 2 years of runway and half million in search capital, they must rapidly source, evaluate, and pursue acquisition opportunities. Yet the median search takes 20 months, and ~50% of search funds fail to acquire a business within 2 years.

20 months

Median time to complete a search

~50%

Of search funds fail to acquire within 2 years

ROOT CAUSE

Both paths to a deal burn the same clock

PROPRIETARY SEARCH

Many searchers waste months pursuing unproductive niches, then lose even more time on tedious outreach tasks: screening companies, researching targets, drafting personalized email hooks, and cleaning campaign lists.

BROKERED DEALS

Brokered deals are equally time consuming. Searchers often spend hours reviewing CIMs and researching companies or niches that don't fit their acquisition criteria.

> **The result: valuable search time is lost deciding where to focus, how to reach the right executives, and which deals are truly worth pursuing.**

02

Pain points

The tasks that consume a search week.

Four things slowing every searcher down

01

Unproductive niches

Months spent in markets that never yield a deal.

02

Manual outreach prep

Screening, researching, drafting hooks, cleaning lists.

03

Hours lost to CIMs

Reading deals that don't fit the criteria.

04

A steep M&A curve

Learning to judge industries and businesses on the job.

PAIN POINT 02

Outreach prep is a second job

Screening companies, researching targets, drafting personalized email hooks, cleaning campaign lists. Every campaign starts from scratch, and generic emails get ignored.

10–20
Hours per week on manual prep

Every list
Rebuilt by hand

PAIN POINT 03

Hours of reading before you can say no

Searchers often spend hours reviewing CIMs and researching companies or niches that don't fit their acquisition criteria. The poor-fit deals cost as much time as the good ones.

Hours
Per CIM, read end to end

Most
Turn out not to fit

THE COST OF WASTING TIME

Every hour wasted before an LOI is an hour further from being a CEO

2 yrs
The full search window

20 mo
Median search, start to close

4 mo
What's left for error

03

What we do

Automate the manual work. Accelerate the judgment.

CLOSENESS.AI

Searchers face tight deadlines and a steep learning curve, especially those new to M&A. Closeness cuts your search time by:

1. Automating personalized campaign hook generation
2. Reviewing a large number of CIMs against your criteria in minutes
3. Instantly turning market and company data into actionable investor/lender grade reports

> **So you can focus on closing the right deals with confidence.**

OUR PRODUCTS

Three products, one search workflow

Closeness.ai enables searchers to personalize outreach at scale, screen CIM faster, choose better niches, and focus on the deals most worth pursuing.

01 · OUTREACH

Hook Generator

Instantly create personalized, high-impact outreach that gets noticed. Our AI blends deep company insights with your unique background to craft relevant, credible hooks at scale.

02 · SCREENING

CIM Analyzer

Cut through the noise. Our AI analyzes CIMs using your acquisition criteria, surfacing fit, red flags, and the questions that matter so you can move fast on the right deals.

03 · JUDGMENT

Report Builder

Transform scattered data into actionable intelligence. Generate clear, structured industry and company reports to evaluate market opportunities and make confident decisions.

PRODUCT 01

Hook Generator

Improve outreach efficiency & conversion.

VALUE PROPOSITION

Personalized outreach, at campaign scale

Save searchers an average of 10–20 hours per week and increase outreach response rates by at least 10% from current baseline result with AI-generated, dynamically varied outreach that combines the searcher's background with company and industry research to create relevant, individualized hooks at scale, while reducing repetitive email patterns that can hurt deliverability.

Company hook | Location hook | Experience hook

10–20 hrs

Saved per week

+10%

Response rate over baseline

WHY IT'S DIFFERENT

Not a mail-merge with an AI label

01

Personalization & automation

Auto-researches the business for the best possible company hook. Niches auto-created based on your tone, how your background matches the company and the industry, and the seller.

02

Variation

Variation created so every email looks different to reduce being flagged by spam filters.

03

Guidance

Provide guidance based on tests and best practices, so you improve your ability and chances to get a response.

DEMO · HOOK GENERATOR Step 1 of 3

Set up your background once. Every campaign uses it.

Welcome. Before we start, let's answer a few questions to get your profile set up to kickstart your search.

(2/10) Please upload your resume, so we can learn about your professional background.

Drag n Drop .pdf file here

Select File

Back

Skip

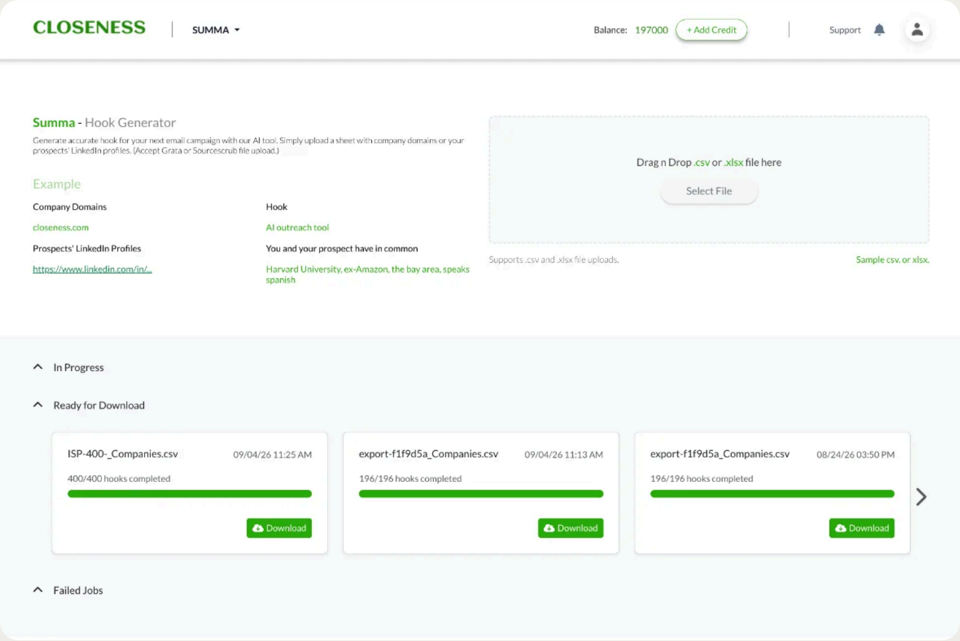
Next

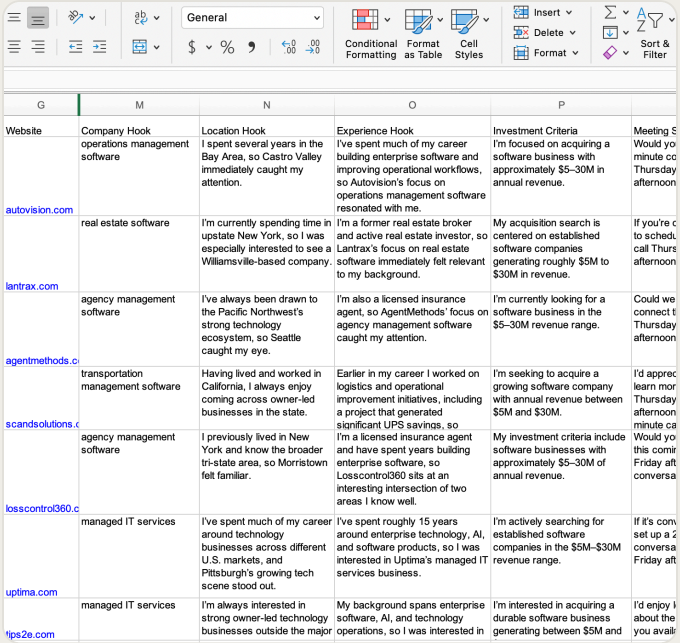
If you share your resume, I can generate hooks that are much more tailored to you. Your resume helps me understand your background, experience, skills, and key accomplishments.

With that context, I can create hooks that highlight your unique insights and expertise, making your content more authentic and relevant to your audience instead of generic.

DEMO · HOOK GENERATOR Step 3 of 3

Upload your list. Get it back populated.





G	M	N	O	P	
Website	Company Hook	Location Hook	Experience Hook	Investment Criteria	Meeting S
autovision.com	operations management software	I spent several years in the Bay Area, so Castro Valley immediately caught my attention.	I've spent much of my career building enterprise software and improving operational workflows, so Autovision's focus on operations management software resonated with me.	I'm focused on acquiring a software business with approximately $5–30M in annual revenue.	Would yo minute co Thursday afternoon
lantrax.com	real estate software	I'm currently spending time in upstate New York, so I was especially interested to see a Williamsville-based company.	I'm a former real estate broker and active real estate investor, so Lantrax's focus on real estate software immediately felt relevant to my background.	My acquisition search is centered on established software companies generating roughly $5M to $30M in revenue.	If you're c to schedu call Thurs afternoon
agentmethods.c	agency management software	I've always been drawn to the Pacific Northwest's strong technology ecosystem, so Seattle caught my eye.	I'm also a licensed insurance agent, so AgentMethods' focus on agency management software caught my attention.	I'm currently looking for a software business in the $5–30M revenue range.	Could we connect t Thursday afternoon
scandsolutions.c	transportation management software	Having lived and worked in California, I always enjoy coming across owner-led businesses in the state.	Earlier in my career I worked on logistics and operational improvement initiatives, including a project that generated significant UPS savings, so	I'm seeking to acquire a growing software company with annual revenue between $5M and $30M.	I'd apprec learn mor Thursday afternoon minute ca
losscontrol360.c	agency management software	I previously lived in New York and know the broader tri-state area, so Morristown felt familiar.	I'm a licensed insurance agent and have spent years building enterprise software, so Losscontrol360 sits at an interesting intersection of two areas I know well.	My investment criteria include software businesses with approximately $5–30M of annual revenue.	Would yo this comir Friday aft conversa
uptima.com	managed IT services	I've spent much of my career around technology businesses across different U.S. markets, and Pittsburgh's growing tech scene stood out.	I've spent roughly 15 years around enterprise technology, AI, and software products, so I was interested in Uptima's managed IT services business.	I'm actively searching for established software companies in the $5M–$30M revenue range.	If it's conv set up a 2 conversa Friday aft
ips2e.com	managed IT services	I'm always interested in strong owner-led technology businesses outside the major	My background spans enterprise software, AI, and technology operations, so I was interested in	I'm interested in acquiring a durable software business generating between $5M and	I'd enjoy l about the you avail

What it adds up to

- Automated research and personalization hooks at scale delivered in just minutes
- Less manual preparation per campaign
- More high-quality personalized outreach
- More conversations with relevant owners
- More proprietary opportunities

Greater confidence that limited search time is being spent on the right targets

PRODUCT 02

CIM Analyzer

Increase deal screening efficiency.

VALUE PROPOSITION

Know which deals deserve your diligence

Cut broker deal review time by 50% by applying user-defined deal criteria, flagging missing information, and raising awareness of key issues in the CIM. The result: searchers spend way less on bad and poor-fit deals and focus diligence on the opportunities most worth pursuing.

Fit vs. criteria | Red flags | Questions to ask

50%

Less broker deal review time

Minutes

To screen a CIM against your criteria

WHY IT'S DIFFERENT

A summary is not a screen

01

Personalized criteria

Review based on your search criteria and preferences.

02

Highlight what's missing & issues

Flag what is missing from the CIM, what the CIM is trying to hide.

03

Organize & summarize

Summarized in a consistent structure so it's easy to follow and digest.

DEMO · CIM ANALYZER Step 1 of 2

Every CIM ranked, every issue flagged

PIPELINE

Deal screening

Sort by bid deadline | Upload CIM

COMPANY	OPEN	DOMAIN	BROKER	FIT SCORE ▼	REVENUE	EBITDA	MARGIN	TOP-3 CONCENTRATION	ISSUES	RECOMMENDATION	DATE ADDED	BID DEADLINE
Brightline Logistics Transportation	Report CIM	brightlinelogistics.com ↗	Tunde Oyelaran Cornerstone Partners t.oyelaran@cornerstonepg.com (816) 555-0331	B+ 86	$61.0M	$9.4M	15.4%	19%	3	IOI	Aug 11, 2026	09/11/2026 9 days left
Meridian Dental Partners Healthcare	Report CIM	meridiandental.com ↗	Rohan Patel Keystone M&A r.patel@keystonema.com (614) 555-0272	B 81	$28.4M	$6.1M	21.5%	14%	4	IOI	Aug 19, 2026	09/18/2026 16 days left
Cascade Filtration Group Industrial services	Report CIM	cascadefiltration.com ↗	Marisol De Leon Harbor Point Advisors m.deleon@harborpoint.com (312) 555-0148	C+ 70	$42.6M	$8.9M	20.9%	n/d				/2026 left
Arbor Grounds Management Facilities	Report CIM	arborgrounds.com ↗	Sarah Whitfield Lakeshore Advisory s.whitfield@lakeshoreadv.com (612) 555-0194	C 65	$19.2M	$3.3M	17.2%	36%				/2026 left
Trully Foods Co. Food & beverage	Report CIM	trullyfoods.com ↗	Carlos Ibarra Valley Deal Group c.ibarra@valleydeal.com (559) 555-0286	D+ 47	$12.6M	$1.4M	11.1%	54%	14	Pass	Jul 22, 2026	09/30/2026 28 days left

14 OPEN ISSUES · TRULLY FOODS CO.

- Top 3 customers are 54% of revenue — CRITICAL
- EBITDA below your $1.0M pass gate — CRITICAL
- Owner compensation add-back is 40% of EBITDA — CRITICAL

+11 more · click Report for the full view

DEMO · CIM ANALYZER Step 2 of 3

The key information, structured the same way every time

← Deals

Cascade Filtration Group `70/100 · C+` PASS

Standard | Dense | Memo

Report | CIM | Scorecard

Export

CSP_Consultants_CIM.pdf · 94 pp · processed 12 min ago

01 Basic information

Cascade Filtration Group, LLC

Industrial water filtration | Chicago, IL | Founded 1998 | 142 employees | cascadefiltration.com ↗

Recurring-service filtration for food & beverage and light-industrial plants across the Midwest: filter media replacement, system maintenance under annual contracts, and installed capital equipment. Roughly 62% of revenue sits under multi-year service agreements; the balance is project installation work. Seller is the founder, age 63, seeking full exit with a 12-month transition.

BROKER	ASKING	IOI DUE
Harbor Point Advisors	6.5x LTM EBITDA	Oct 3, 2026

SCORECARD

70 / 100 **C+**

● Pass

1 pass gate trips, which overrides the fit score of 70.

PASS GATES 3 active

- Pass unless EBITDA is within $1M – $5M — Tripped
  $8.9M adjusted EBITDA
- Pass if top-3 customer concentration is above 50% — Can't check

DEMO · CIM ANALYZER Step 3 of 3

What's missing, and what to ask about it

← Deals

Cascade Filtration Group

70/100 · C+ PASS

CSP_Consultants_CIM.pdf · 94 pp · processed 12 min ago

Standard | Dense | Memo

Report | CIM | Scorecard

Export

04 Key issues & information missing

Ranked by severity · 8 open · all categories

All | Critical | High | Missing info | Watching

01 **Top-3 customer concentration is never disclosed**

Customer quality • CIM claims "no undue reliance" but gives no table, no percentages, no named accounts.

CRITICAL p. 46, 52

The customer section asserts diversification across 300+ accounts but provides no revenue-by-customer breakdown at any level. Cross-referencing the segment exhibit, the three named reference accounts appear in both the food & beverage and municipal charts, which suggests the top handful carries materially more than the book implies. Until a top-3 table arrives this is an unpriced risk, and it is the single criterion dragging the rubric below your pass line.

> *"The Company serves a diversified base of over 300 active accounts, with no undue reliance on any single relationship."*
>
> CIM p. 46, Customer Overview

IMPACT

Rated 4.0 on a 25%-weight criterion — 10 of the 70 points. It would need about a 7.2 to reach the 78 IOI line; a 6 only gets fit to 75.

YOUR CALL

Cleared | Blocker

What it adds up to

- Acquisition criteria applied consistently to every CIM
- Faster initial screening
- Less time spent analyzing obvious poor-fit opportunities
- More time available for high-potential deals
- Better allocation of diligence effort

Greater confidence that promising opportunities are not being missed

PRODUCT 03

Report Builder

Faster company & industry judgment. Less time on the investor memo.

VALUE PROPOSITION

Hours of research and pitch prep, in minutes

Report builder delivers clear, compelling reports from scattered data, so you can quickly understand any market, evaluate businesses with confidence, and present a winning investment case to your investors and lenders without the usual hassle or delays.

Industry report

Company report

50%

Less industry, company & deck prep time

Memo-ready

Structured for investors and lenders

WHY IT'S DIFFERENT

Built to teach you the industry, not just describe it

01

Industry evaluation rules

Highlight unique evaluation rules and criteria of the industry — a crash course on how to evaluate businesses in it.

02

Granular regional insight

Attempt to provide regional insights when available.

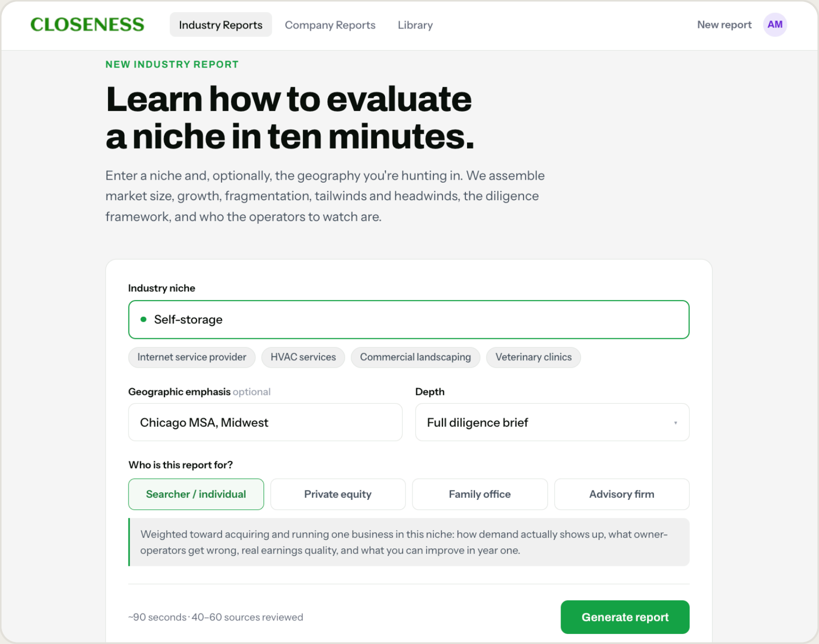
03

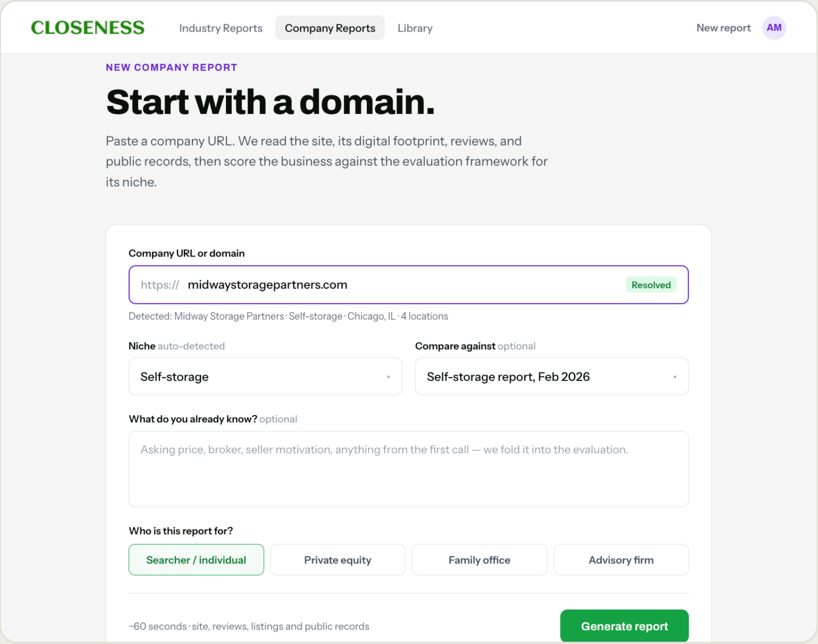
Ready-to-download text & graphs

Prepared in the fashion, highlighting information and structure needed by investors and lenders.

DEMO · REPORT BUILDER Step 1 of 2

Pick an industry or a company





DEMO · REPORT BUILDER Step 2 of 2

A report you can hand to a lender

CLOSENESS Industry Reports Company Reports Library New report AM

← Back to library

New industry report

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07 How to evaluate a business in this sector

Three questions, in order. A deal has to clear all three; failing the first makes the other two irrelevant.

01 Is this a good market?

Study the few miles around the property — 1–3 urban, 3-5 suburban, 5–10 rural.

Are there enough people, moves and renters to need storage?

Are competitors full and charging healthy rents?

Check permits and groundbreakings. Lots of new storage opening nearby is usually a bad sign.

02 Is the property and operation good?

You are buying a simple business, but execution still separates outcomes.

Is the site easy to access, safe and visible from the road?

Is it clean and maintained — roof, asphalt, gates, security?

Does it run well: calls answered, easy online move-in, low delinquency?

03 Does the money work at this price?

Value is mostly a function of NOI. Rebuild it yourself.

Do not trust seller numbers — reset taxes, insurance and marketing.

Value ≈ NOI ÷ cap rate, with the cap rate set by location, quality and risk.

Stress test occupancy drops, flat rents, and tax or insurance jumps.

THE SIMPLEST RULE OF THUMB

Strong demand plus limited new supply.

Good access and safety, with repairs you can quantify.

Real NOI that supports the price in a downside case.

WHICH SITE TYPE IS BEST?

Urban
Best when you have barriers to entry, excellent access, and a clear premium offering.

Suburban
Best for scale and expansion where the development pipeline is limited.

Rural
Best when you are the dominant convenient option and the price accounts for liquidity risk.

08 Unit economics & valuation

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New company report

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Export PDF
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Open niche report

MS COMPANY REPORT SELF-STORAGE

Midway Storage Partners

Closeness Inc.
February 3, 2026
Searcher lens

midwaystoragepartners.com · 4 facilities · Chicago, IL and near-west suburbs

EST. RENTABLE	EST. REVENUE	RATE VS MARKET	FRAMEWORK FIT
238K sqft	$3.4–4.1M	−11%	7.4/10
~1,900 units across 4 sites	Modeled from unit mix × street rates	Under-priced on 10×10 climate	Strong ops upside, supply risk

01 Snapshot

Midway Storage Partners operates four drive-up and climate-controlled facilities on the near-west side of Chicago, all within nine miles of each other. The site presents as an owner-operated business: one phone number across all four locations, no online move-in, and rates published as a static table last updated in 2024.

That profile matches the acquisition target the niche report describes — an independent inside the 82% of facilities outside the top six operators, with the professional-management levers still untouched. The risk is location-specific rather than operational: two of the four sites sit inside trade areas with active permits.

Founded	2003
Locations	4
Employees (est.)	6–9
Unit count (est.)	~1,900
Climate-controlled	~46% of units
Online move-in	Not offered
Entity structure	4 single-asset LLCs
Site last updated	Aug 2024

02 Offering & pricing

What it adds up to

- Faster understanding of unfamiliar niches and companies
- Clearer view of business economics, risks, and acquisition dynamics
- Better questions and stronger evaluation criteria
- Better niche and deal selection
- Faster investor & lender memo preparation

Greater confidence in making high-stakes acquisition decisions

WHO IT'S FOR

Built for people running a search

01
Traditional searchers

02
Self-funded searchers

03
Search accelerators

04
PE funds that invest in search

05
Business schools

Feature checklist

FEATURE	HOOK GENERATOR	CIM ANALYZER	REPORT BUILDER
Uses your background & criteria	✓	✓	✓
Auto company & industry research	✓	—	✓
Email variation for deliverability	✓	—	—
PE screening criteria & best practice	—	✓	—
Red flags & missing information	—	✓	—
Consistent, structured output	✓	✓	✓
Investor / lender-ready export	—	—	✓
Best-practice guidance built in	✓	—	✓

PRICING

Pick the tier that fits your search

Starter

$49 /mo

One product, one active search.

Hook Generator — 600 credits

Limited support

Pro

RECOMMENDED

$119 /mo

All three products, full search window.

Hook Generator — 700 credits

CIM Analyzer — 30 CIMs

Report Builder — 10 reports

9–5 support

Advisory Firm

Custom

Accelerators, PE firms, family offices, schools and advisory firms.

Everything in Pro

[Seats]

[Onboarding]

THE PILOT

A one-week pilot, no long contract

WHAT'S INCLUDED

Hook Generator	100 credits
CIM Analyzer	2 reviews
Report Builder	4 reports — 2 industry, 2 company

01 **Start with one product**

Whichever pain is costing you the most right now.

02 **Measure against your baseline**

Hours saved per week, response rate, CIMs screened.

03 **Expand or walk away**

[Conversion terms]

ROADMAP

What ships next

LIVE NOW

Hook Generator

Personalized outreach hooks, generated at campaign scale.

CIM Analyzer

Every CIM screened against your acquisition criteria.

NEXT QUARTER

Report Builder

Industry and company reports, ready for investors and lenders.

LATER

Niche Radar

A monthly niche suggestion matched to your background, with the characteristics that make it worth a look.

BEYOND

Free assessment report

A no-cost read on your search profile and where to focus it.

CLOSENESS

Spend less time searching. More time pursuing the right deal.

Spend less of your search window on manual research and preparation—and more time pursuing the right businesses. Start your search with Closeness.ai.

EMAIL
hello@closeness.ai

SITE
closeness.ai

CONTACT
Dan Ye, Founder & CEO