

Rocking Tech Co Inc.

Rocking TechCo Inc. stands at the forefront of e-commerce innovation, delivering comprehensive solutions that transform how online retailers operate and scale. Backed by a loyal customer base and proven international expansion capabilities, the company is positioned for accelerated growth in the global digital commerce landscape.



IIM Capital Advisor

Premier Technology Investment Banking Boutique

Excellence in Mid-Market Technology Transactions Since 2015

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IIM CAPITAL ADVISORY

**Premier Technology Investment Banking Boutique Firm
Excellence in Mid-Market Technology Transactions Since 2015**



\$25B+

Combined AUM of Network

\$1.2B+

E-commerce Transactions
Completed

95%

Transaction Completion Rate

38%

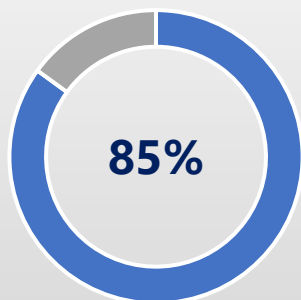
Average Valuation Uplift

450+

Qualified Institutional Investors

450+

Institutional Investors



Repeat Investor Rate

IIM Capital Advisory Philosophy

IIM Capital Advisory combines bulge bracket sophistication with entrepreneurial focus, delivering exceptional outcomes for mid-market technology companies. Our exclusive specialization in software, SaaS, e-commerce, and fintech enables us to provide unparalleled sector expertise and strategic guidance throughout the capital raising process.

Large Firm Experience

Senior team with 15+ years at Goldman Sachs, Morgan Stanley, JP Morgan

Business Owner Focus

Dedicated attention to founder and management team objectives

Technology Expertise

Deep sector knowledge in e-commerce, SaaS, and fintech ecosystems

Execution Excellence

Proven track record of successful transaction closings



Top Tier Client Portfolio

Representative Technology Transaction Experience



Recent Successful Client Engagements

CloudCommerce Solutions

Multi-channel e-commerce platform • Austin, TX

Led \$125M Series C financing round

\$125M Series C

RetailAnalytics Pro

AI-powered retail analytics • San Francisco, CA

Managed \$95M Series B extension financing

\$95M Series B Extension

MobileCommerce Hub

Mobile commerce solutions • Seattle, WA

Facilitated \$80M strategic acquisition

\$80M Strategic Sale

Global PayTech Inc.

Payment processing technology • New York, NY

Executed \$110M growth equity transaction

\$110M Growth Equity

International ShopSoft

Cross-border e-commerce platform • Toronto, Canada

Structured \$65M PE recapitalization

\$65M PE Recap

FinTech Innovations Ltd

Digital payment solutions • London, UK

Executed \$90M international expansion round

\$90M International Round



Top Tier Referral Partners

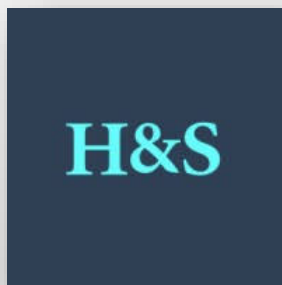
Comprehensive Professional Services Network



Elite Legal Partners



Executive Search & Strategy





Track Record with Sophisticated Buyers

Deep Relationships Across All Capital Sources

Private Equity Funds

- **General Atlantic** - Growth equity specialist
- **Insight Partners** - Software and internet leader
- **Warburg Pincus** - Global growth investor
- **Vista Equity Partners** - Enterprise software focus
- **Blackstone Growth** - Late-stage growth capital
- **TPG Capital** - Technology transformation
- **Silver Lake Partners** - Technology buyouts
- **Francisco Partners** - Technology-focused PE

Publicly Traded Companies

- **Salesforce** - CRM and cloud solutions
- **Oracle Corporation** - Enterprise software
- **Adobe Inc.** - Digital experience solutions
- **SAP SE** - Enterprise application software
- **Shopify Inc.** - E-commerce platform
- **Microsoft Corporation** - Cloud and productivity
- **PayPal Holdings** - Digital payments
- **Intuit Inc.** - Financial software

Foreign Corporations

- **SoftBank Group** - Japan technology conglomerate
- **Tencent Holdings** - Chinese internet giant
- **Prosus N.V.** - Global internet group
- **Alibaba Group** - Chinese e-commerce leader
- **Rakuten Inc.** - Japanese e-commerce
- **Naspers Limited** - Media and internet
- **Sea Limited** - Southeast Asia platform
- **JD.com** - Chinese e-commerce



Recently Closed Transactions (2022-2024)

Demonstrated Success Across Technology Sectors



CloudCommerce Solutions

\$125M Series C

Multi-channel e-commerce platform

Austin, TX • Growth Equity

Global PayTech Inc.

\$110M Growth Round

Payment processing technology

New York, NY • Growth Capital

RetailAnalytics Pro

\$95M Series B+

AI-powered retail analytics

San Francisco, CA • Venture Growth

MobileCommerce Hub

\$80M Strategic Sale

Mobile commerce solutions

Seattle, WA • Strategic Acquisition



Company Profile and Business Model

Established Leader in E-commerce Technology Solutions



Company Profile

- **Founded:** 2018
- **Industry:** E-commerce Solutions & Technology
- **Business Model:** SaaS Platform for Online Retailers
- **Headquarters:** San Francisco, CA
- **Employees:** 425 (Growth from 145 in 2020)



Corporate Foundation

Founded in 2018 and headquartered in San Francisco, California, Rocking Tech Co Inc. has evolved into a dominant force within the e-commerce solutions industry. The company operates a sophisticated Software-as-a-Service platform specifically designed for online retailers, serving 2,547 active customers globally with a team of 425 employees representing nearly threefold growth from 145 employees in 2020.

Core Technology Platform

The company's comprehensive cloud-based e-commerce platform encompasses inventory management solutions, order processing and fulfillment capabilities, advanced analytics and business intelligence tools, mobile commerce optimization, and proprietary AI-powered recommendation engines that drive customer engagement and conversion optimization.



\$300-350M

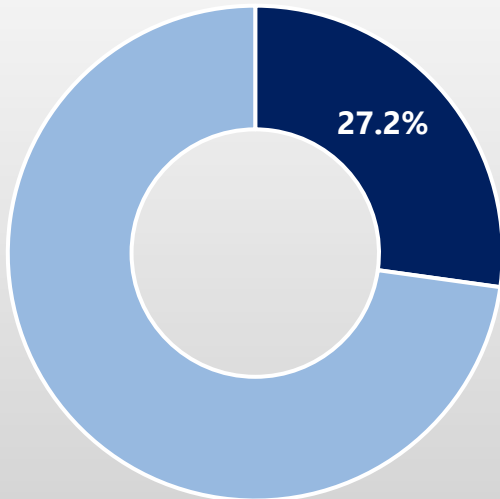
Post-Money Valuation

\$125.4B

Total Addressable Market

\$65-80M

Target capital raise



**4-YEAR REVENUE
CAGR**

Investment Opportunity Overview

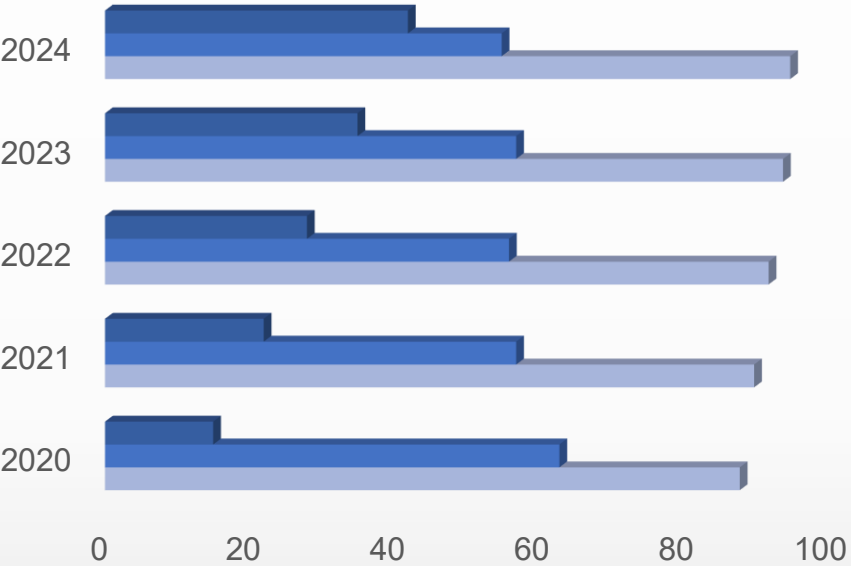
- Market-leading technology platform with demonstrated scalability across diverse geographic markets and customer segments.
- Exceptional customer retention rate of 95% significantly exceeding industry benchmarks and demonstrating product-market fit.
- Proven international expansion capability with successful operations generating 42% of total revenue from global markets.
- Experienced management team with demonstrated track record of operational excellence and strategic execution.
- Highly scalable SaaS business model with expanding profit margins and strong unit economics.

Strategic Investment Rationale

This transaction represents optimal timing to capitalize on the expanding global e-commerce market, which reached \$6.86 trillion in 2025 with sustained 8.3% annual growth. Rocking Tech Co's proven international expansion capabilities, exceptional customer retention rate of 95%, and scalable SaaS business model position the company to capture significant market share across key geographic regions while delivering substantial returns to growth equity partners.



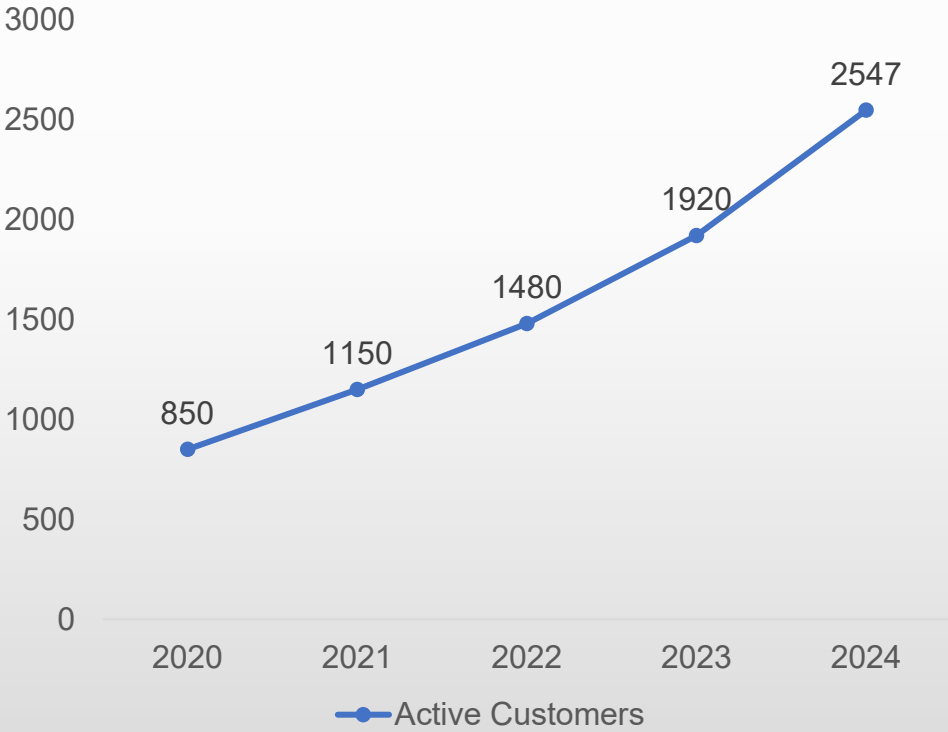
Customer Metrics



	2020	2021	2022	2023	2024
International Revenue (%)	15	22	28	35	42
Average Revenue Per Customer (\$)	63	57	56	57	55
Customer Retention Rate (%)	88	90	92	94	95

■ International Revenue (%)
■ Average Revenue Per Customer (\$)
■ Customer Retention Rate (%)

Active Customers





Financial Performance and Growth Trajectory

Demonstrated Revenue Growth with Expanding Profitability



2024 Financial Achievement Summary

Rocking Tech Co delivered outstanding financial performance in 2024, achieving \$139.7 million in revenue representing 28% year-over-year growth and maintaining a robust four-year compound annual growth rate of 27.2%. The company demonstrated operational leverage with EBITDA margin expansion to 18.0% from 12% in 2023, while net income surged 205% year-over-year to \$16.8 million, establishing a clear trajectory toward sustained profitability.

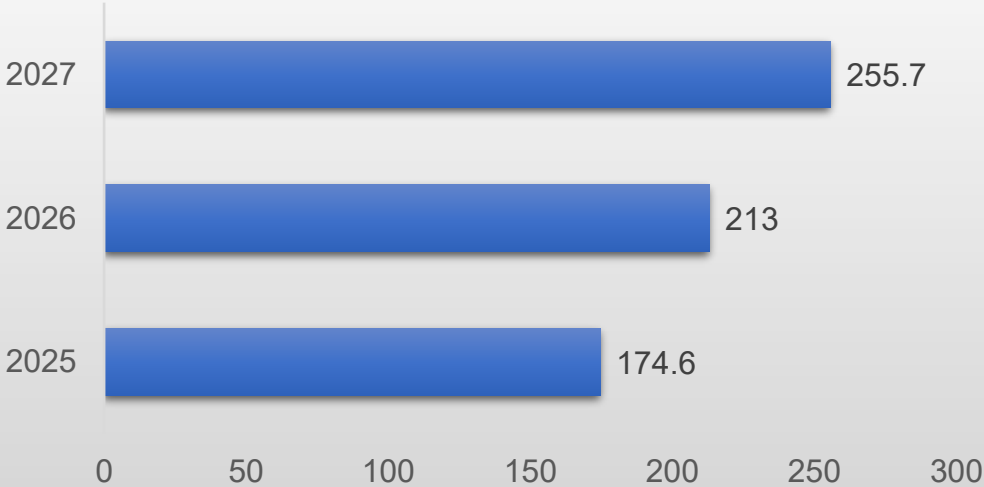
Customer Metrics Excellence

The company maintains an exceptional customer retention rate of 95%, significantly outperforming industry averages and demonstrating strong product-market fit across its 2,547 active customer base. International operations contribute 42% of total revenue, reflecting successful geographic diversification and global market penetration capabilities.

Profitability Trajectory

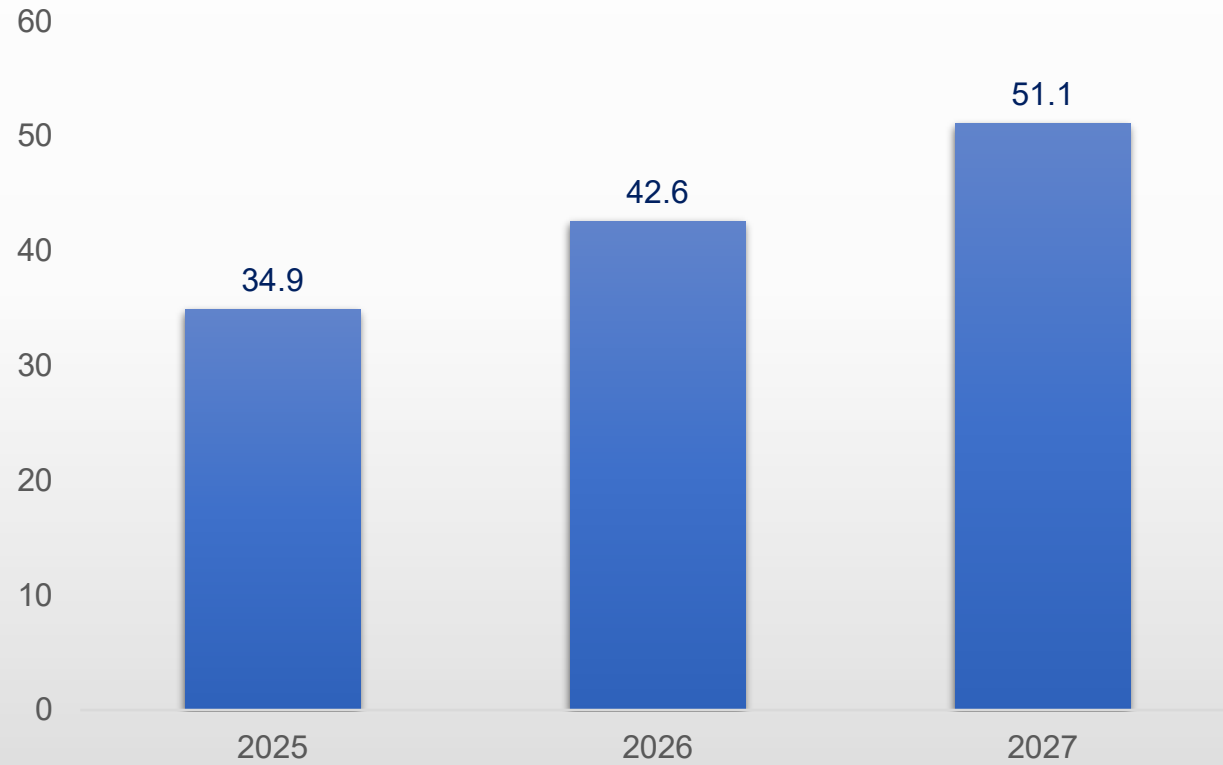
Rocking Tech Co has established a compelling path to sustained profitability through expanding gross margins driven by operational efficiency improvements and economies of scale. The company's SaaS business model provides predictable recurring revenue streams with strong unit economics supporting continued margin expansion.

Projected Revenue (\$M)



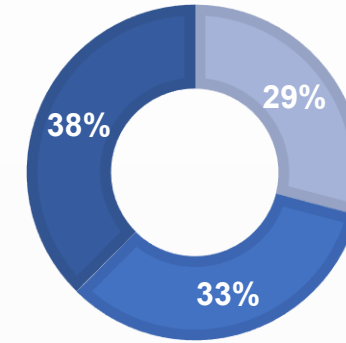


Projected EBITDA (\$M)



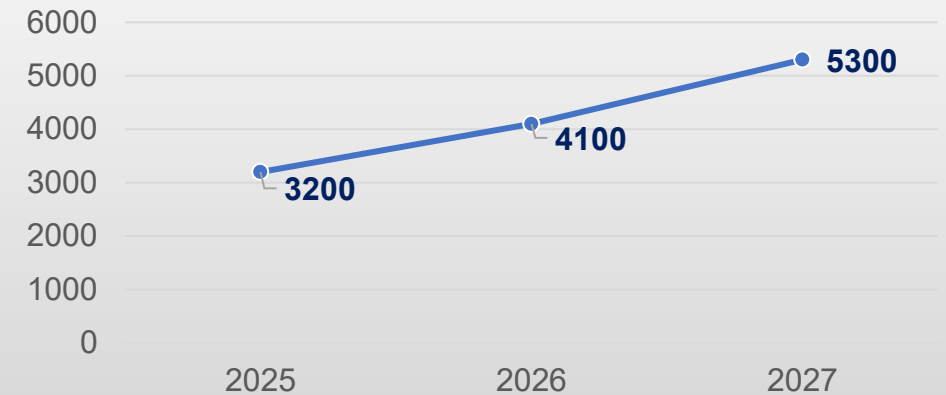
INTERNATIONAL REVENUE (%)

■ 2025 ■ 2026 ■ 2027



PROJECTED CUSTOMERS

● 2025 ● 2026 ● 2027





\$139.7M

Post-Money Valuation

62.0%

Gross Profit Margin

18.0%

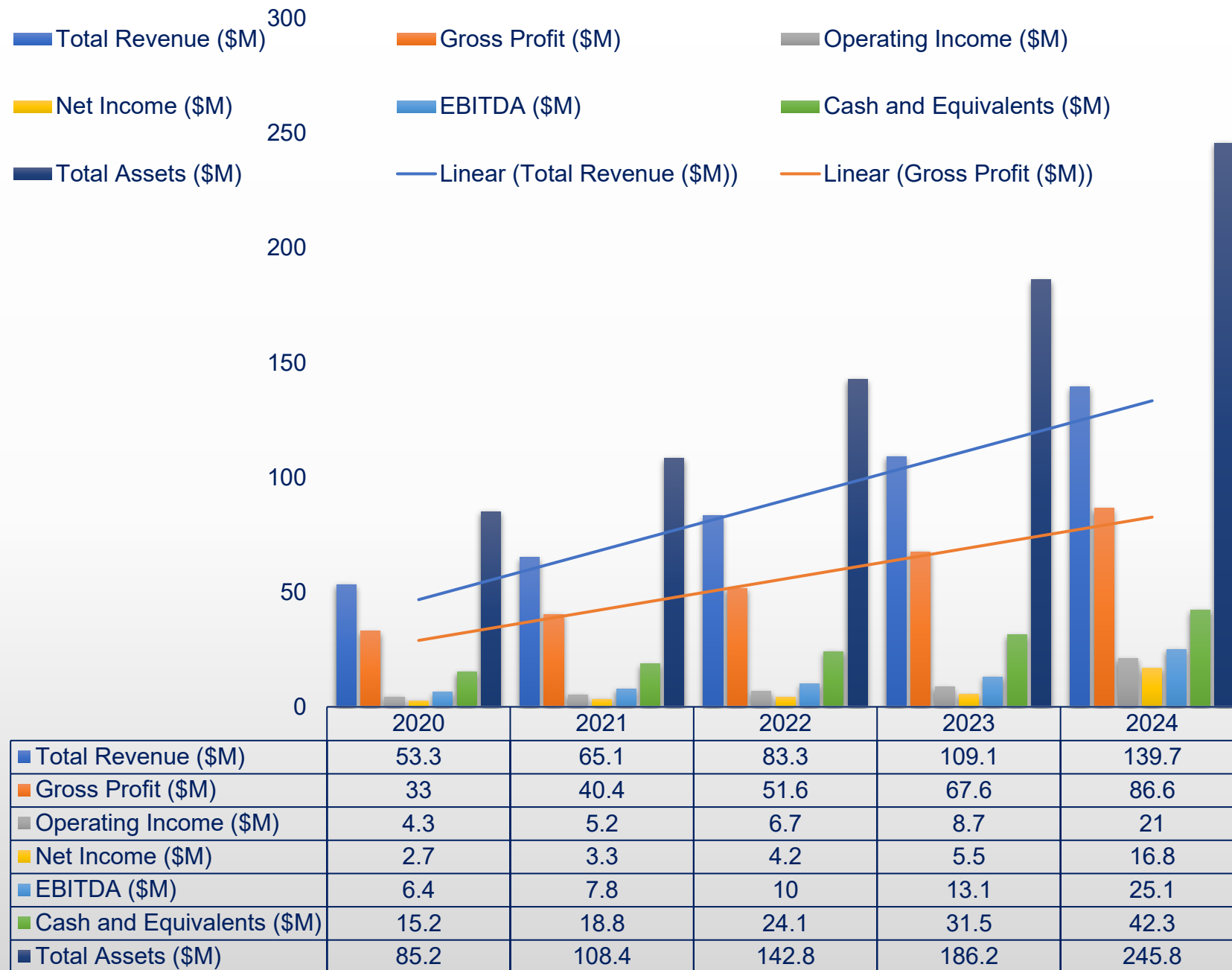
EBITDA Margin (vs 12% in 2023)

\$42.3M

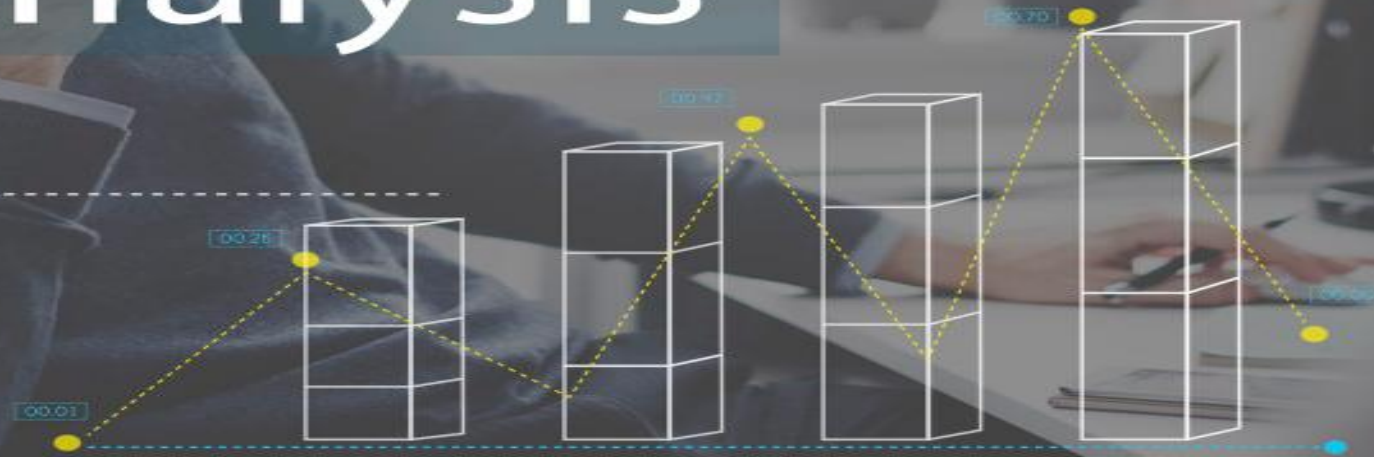
Current Cash Position

\$245.8M

Total Asset Base



Analysis



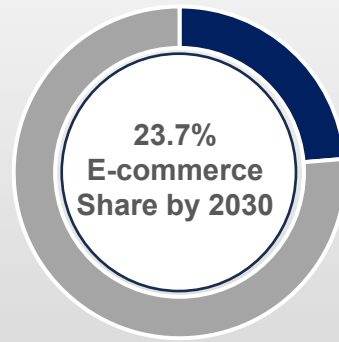
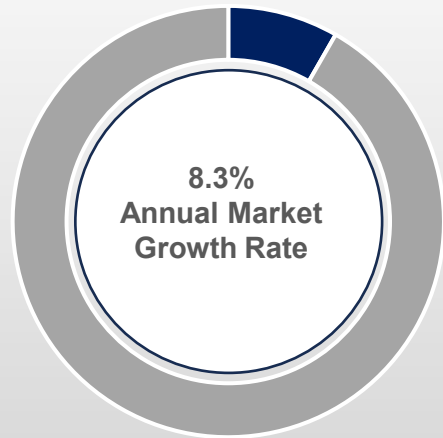
Market Analysis and Growth Opportunity

Large-Scale Addressable Market with Sustained Growth Dynamics



Global E-commerce Market Fundamentals

The global e-commerce market reached \$6.86 trillion in 2025, demonstrating robust 8.3% year-over-year growth trajectory. E-commerce now represents 21% of total retail sales globally and is projected to expand to 23.7% by 2030, supported by 2.77 billion online shoppers representing 33% of the global population. Mobile commerce is expected to capture 49.1% of US e-commerce transactions by 2027, highlighting the critical importance of mobile-optimized solutions.



Target Addressable Market Analysis

Rocking Tech Co operates within a \$125.4 billion addressable market for mid-market e-commerce solutions, characterized by accelerating digital transformation initiatives, expanding international commerce requirements, and increasing adoption of artificial intelligence technologies. Key growth drivers include cross-border e-commerce projected to reach \$3.37 trillion by 2028 with 107% growth, and Asia-Pacific market expansion targeting \$6.76 trillion by 2029 with 10% compound annual growth rate.

Cross-Border Commerce Growth

International cross-border e-commerce is projected to reach \$3.37 trillion by 2028, representing 107% growth from current levels. This expansion creates substantial demand for sophisticated platform solutions capable of managing complex international operations, currency management, and regulatory compliance requirements.

Geographic Expansion Opportunities

\$6.86 Trillion

Global E-commerce Market 2025

2.77 Billion

Global Online Shoppers

Asia-Pacific represents the largest growth opportunity with projected market size of \$6.76 trillion by 2029 and sustained 10% compound annual growth rate. European markets offer significant expansion potential with established regulatory frameworks and sophisticated e-commerce infrastructure supporting rapid market entry and scaling operations.





Strategic Capital Allocation Framework

Three-Pillar Growth Strategy for Market Expansion



Product Development and Innovation Enhancement (35% of Proceeds: \$23-28 Million)

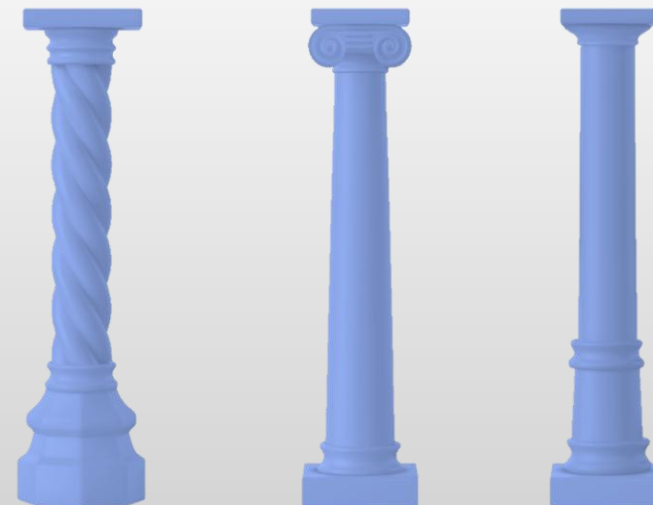
Product development initiatives focus on developing next-generation AI-powered analytics platform capabilities that provide sophisticated customer behavior insights and predictive commerce analytics. The company will enhance mobile commerce solutions to capture the expanding mobile transaction market, develop vertical-specific industry modules to address specialized market segments, implement advanced security and compliance features meeting international regulatory requirements, and expand API ecosystem to support third-party integrations and platform extensibility.

Operational Scaling and Working Capital (25% of Proceeds: \$16-20 Million)

Operational scaling encompasses strategic team expansion with projected addition of 300+ new employees across engineering, sales, customer success, and international operations functions. The company will enhance customer success and support infrastructure to maintain exceptional retention rates during rapid scaling, invest in marketing and brand development to support international market entry, upgrade technology infrastructure to support increased transaction volumes, and pursue strategic acquisition opportunities to accelerate market expansion and technology capabilities.

International Expansion Initiative (40% of Proceeds: \$26-32 Million)

The international expansion strategy encompasses entry into three strategic European markets including France, Netherlands, and Italy, representing combined addressable market opportunity exceeding \$15 billion. The company will establish Asia-Pacific regional headquarters in Singapore to support expansion across high-growth markets, while launching operations in Latin America focusing on Brazil and Mexico. This expansion includes comprehensive local market compliance infrastructure, regulatory framework establishment, and strategic regional partnership development to accelerate market penetration.





Transaction Options

Full-scope funding for international expansion, product roadmap, and operating scale

Option	What it is	Funding capacity	Advantages	Watchouts	Best-fit conditions
Debt financing	Term loan/credit facility	Typically up to \$65–80M only if cash flows comfortably service	No dilution and tax-deductible interest	Fixed repayments, covenants, leverage risk	Stable, highly predictable cash flows and limited need for flexibility
Equity offering	Primary issuance (Series C)	\$65–80M target	No repayments, strategic investors, maximum flexibility	Dilution (≈22–28%), governance terms	High-growth plan (international + AI/mobile) needing patient capital
Strategic partnership	Minority strategic or JV	\$30–50M typical	Channel access, credibility, technical synergies	Strategic constraints; may not fund full plan	When distribution/technology leverage is as important as cash



Recommendation

Market window, growth inflection, international traction



- Structure: Series C preferred; target raise \$65–80M; pre-money set by market comps; post-money aim ~\$300–350M.
- Rationale: high growth (4-yr CAGR ~27%), profitability inflection (EBITDA margin ~18%), and 42% international revenue warrant flexible capital with strategic support.
- Dilution: estimated ~22–28%, offset by faster execution of international entry and AI/mobile product roadmap.
- Use of proceeds: 40% international expansion (EU/APAC/LATAM setup, partnerships), 35% product & AI/mobile enhancements, 25% operating scale (talent, infra, success).
- Investor profile: growth equity funds with commerce/SaaS focus and cross-border experience; selectively include one strategic for distribution leverage.
- Safeguards: negotiate clean terms (non-participating 1x liquidation pref., pro-rata rights, balanced board, no overreaching vetoes).
- Next steps: run a competitive process to secure 3–5 term sheets within 10–14 weeks; award exclusivity on value, structure, and strategic fit; close inside 18–22 weeks.

THANK YOU !

Pratyush Prasad
Vice President, Investment Banking



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