



# OaaS

Origination as a Service



ALGO CAPITAL  
IDIOSYNCRATIC FINANCE



# Goodbye Shortlisting. Hello Origination as a Service



Innovative Digitally Enhanced Platform to Help Dealmakers Save Time, Energy, Money and Close More Deals

# // Problem



## Originating Deals is a Multi-Billion-Dollar Pain

**75%** of M&A transactions are never closed successfully.

**85%** of junior associates complain of the long hours demanded by the job.

It takes on average **3-6** months to get a shortlist of interested parties.

Junior associates turnover rate is **3x** higher than that of other professions.



### Sources

- Corporate Finance Institute
- Statista
- Imaa Institute



## 99% of origination related activities are manual, subjective and don't rely on data

Middle market transactions generally require a minimum of 2-3 junior associates to do the heavy lifting and at least one senior partner overseeing the process.

### Time Consuming



- Manual shortlisting takes weeks
- Hundreds of emails, calls, messages
- At least 50% of the time is dedicated to this
- Tedious, repetitive, frustrating activity

### Expensive



- Hourly cost of junior/senior associates is really high
- Too many deals, limited resources
- Some opportunities are inevitably put aside
- Not closing just a single transaction costs millions

### No Data



- No actionable insights, no basis to optimize process
- No big data/AI deployed
- No way to run simulations/probabilities of success
- Relying mostly on instinct and experience

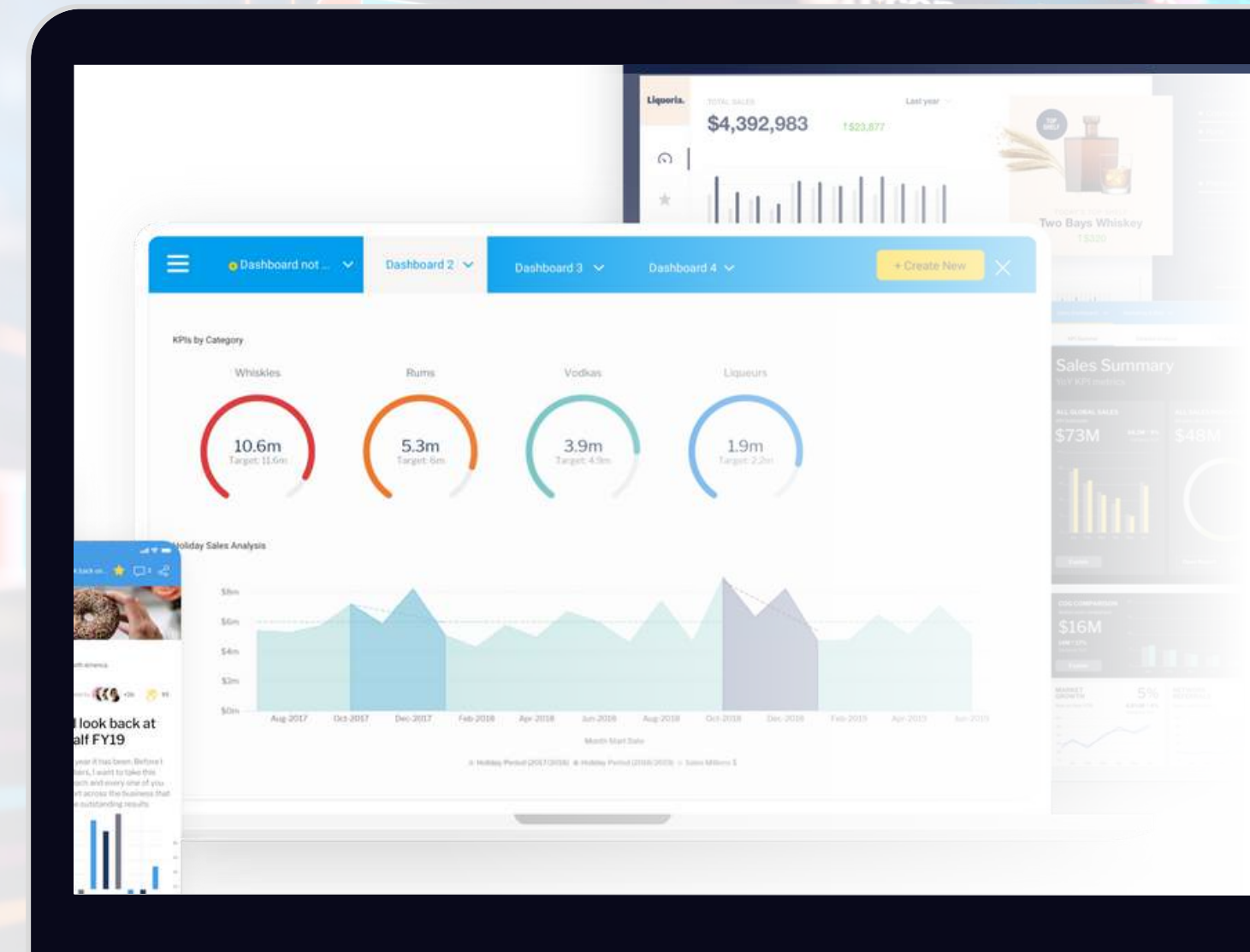
M&A processes just haven't caught up with the times and heavily underutilize technologies available to us today.

# // Solution

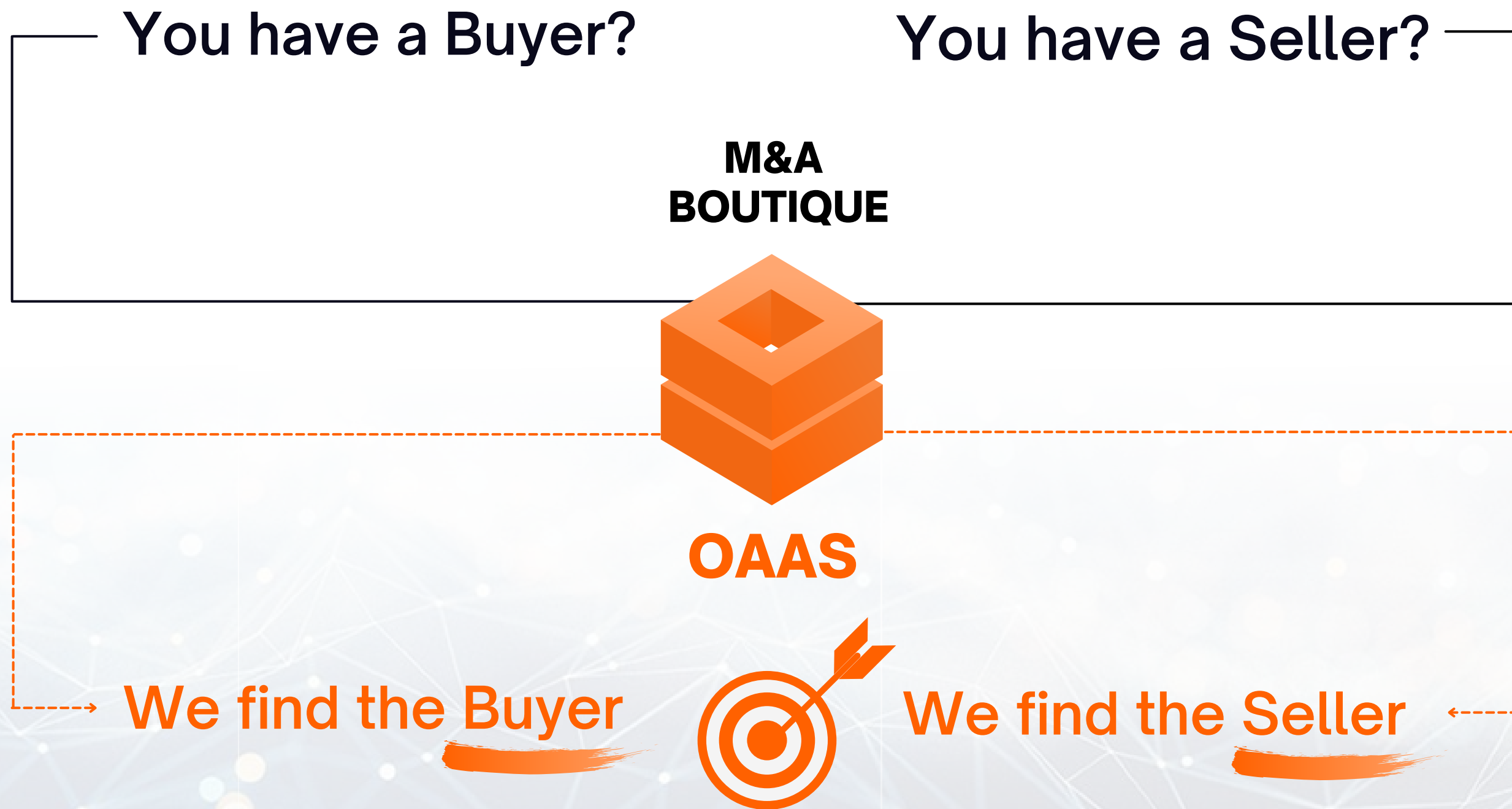
## Introducing OaaS

A New and Data-Driven Approach to M&A and Dealmaking

- Systematic Leveraging of Data to Match Buyers & Sellers
- Automatic Shortlisting and Outreach
- Professional Originators at a Fraction of the Cost
- Modular Plug & Play Service



# // Solution





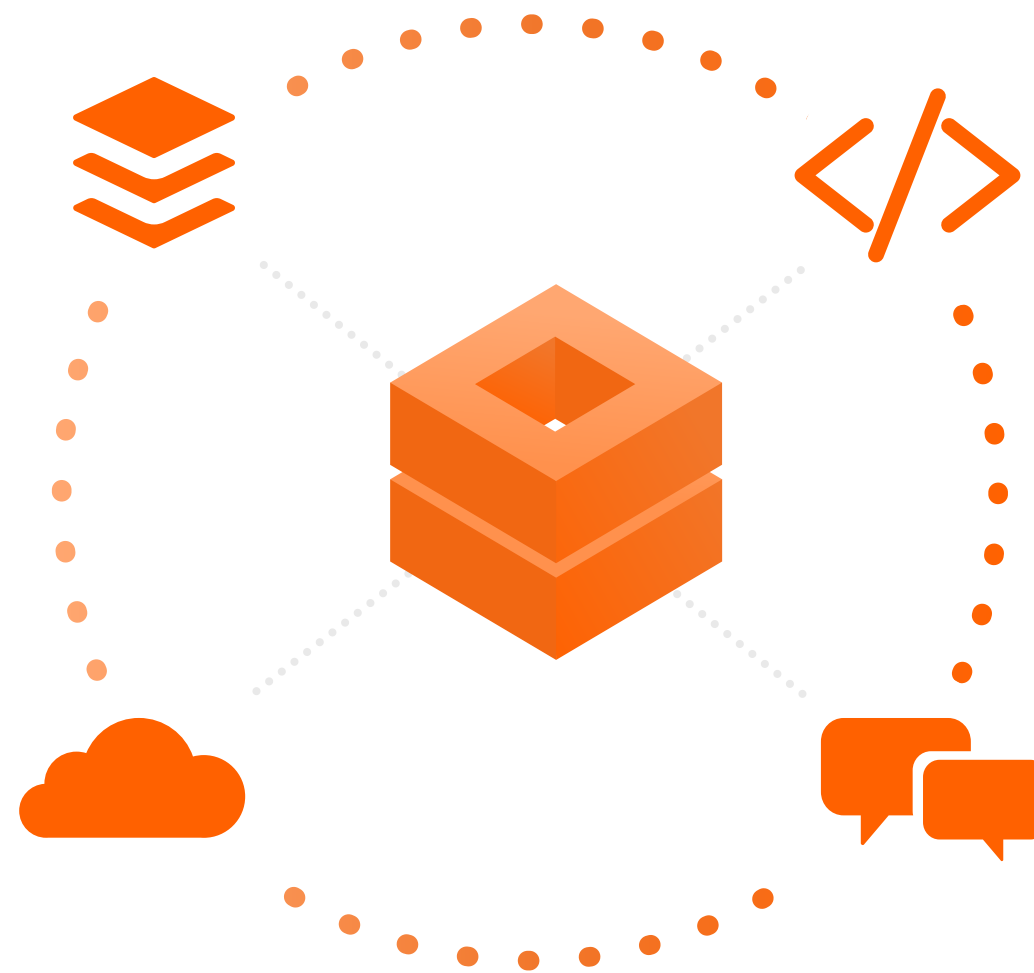
## Leverage the Power of Big Data to Find Your Counterpart and Close More Transactions

### Data Analytics Tool

- Fast integration of key search parameters
- Real-time sector sentiment analysis
- Seamless linguistic interpretation on multiple data streams
- Generation of actionable insights

### Proprietary Database

- More than 2 million profiled contacts
- Rich dataset of potential buyers/sellers
- Diverse population (Private Companies, Public Companies, PE funds, etc..)
- Growing and updating daily



### Matchmaking Algorithm

- Rapid identification of best buyer/seller match
- Pinpointing of key decision makers
- Selection of most valid approach vector
- Computation of probabilities of deal success

### Contact Automation Tool

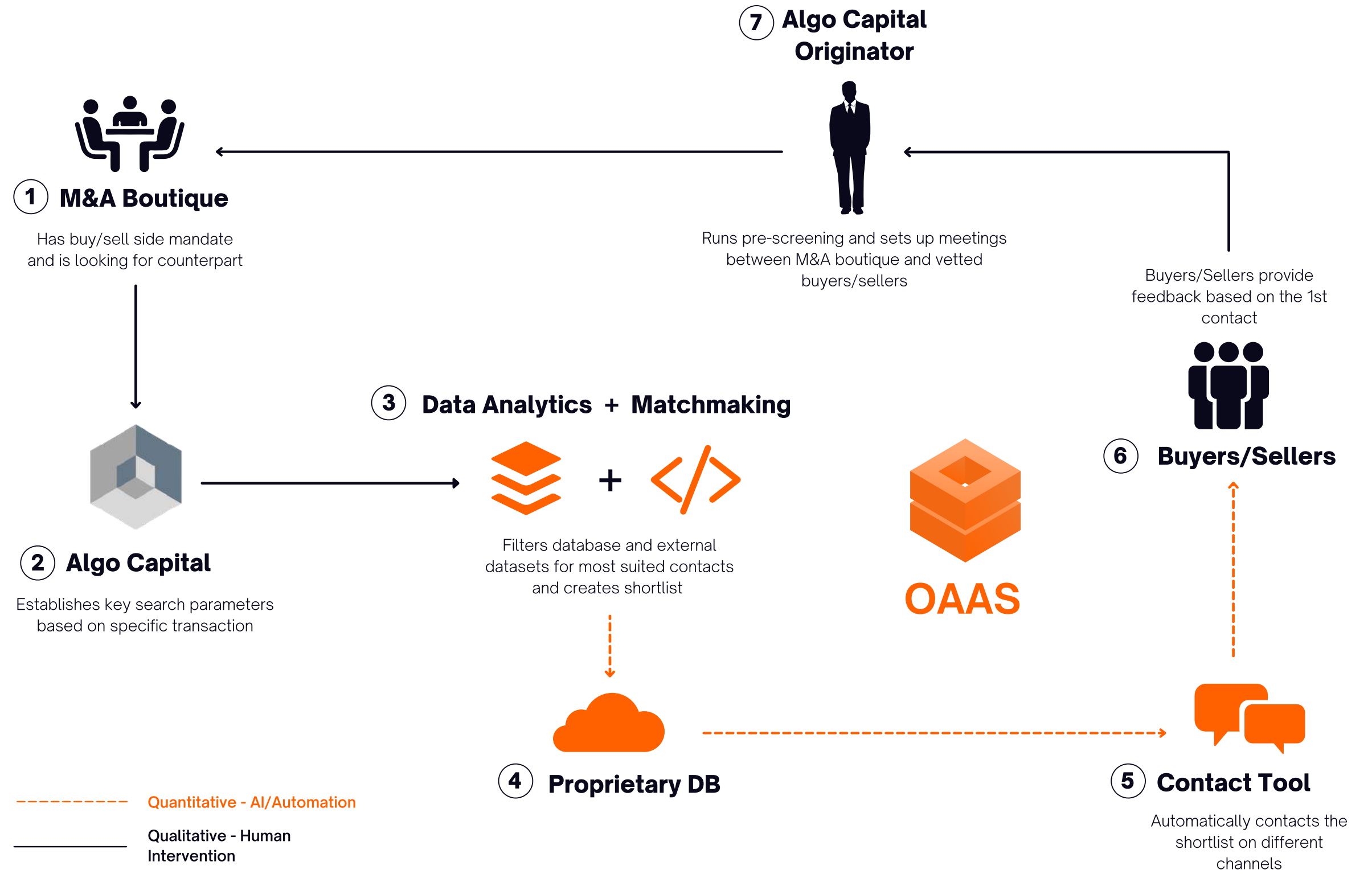
- Multi-channel integration (LinkedIn, Twitter, E-Mail, etc..)
- Elevated throughput of targeted messages
- Handling of first contact and follow ups
- Automatic selection of active periods to effectively engage the target

# // Workflow



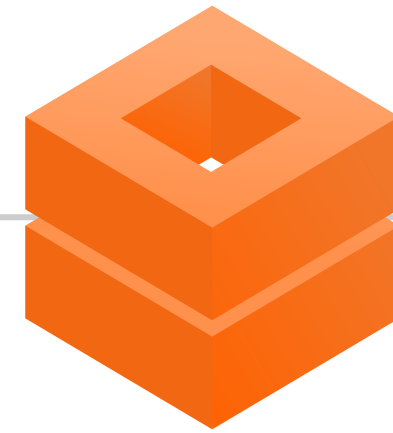
## Streamline Your Origination Process

- Simple, straightforward
- Keep control over the most delicate parts of your negotiation process
- Re-allocate junior/senior associates to more lucrative tasks





# // Business Model



## Business Model

### Monthly Fee



- A fixed amount to cover the whole service package
- Less than the cost of a junior associate
- Different level of engagements based on level of activity
- Start/Stop the service when you need it

### Success Fee



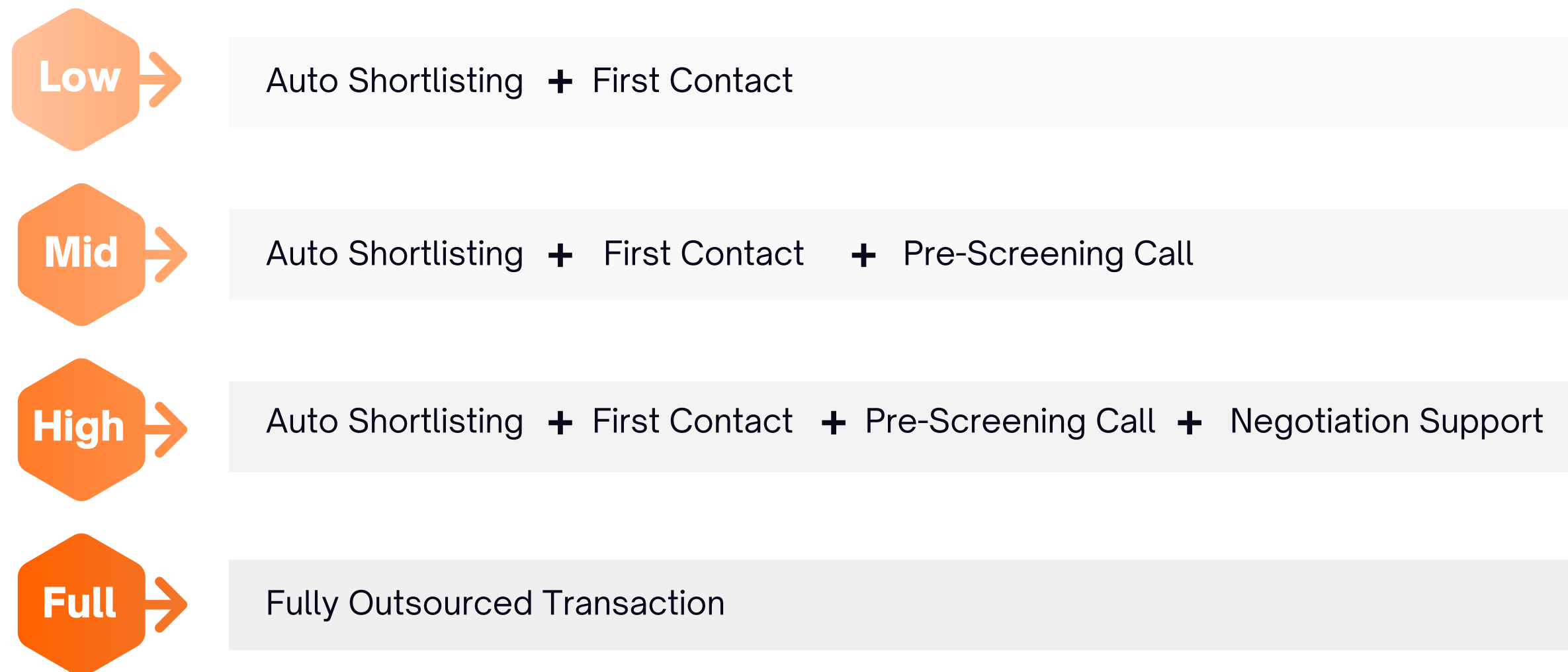
- Aligned incentives and skin in the game
- Positioning Buy/Sell side depending of your client's mandate
- Percentage (%) Fee based on deal size

# // Business Model



## Work with Us on Your Own Terms

Different levels of engagement, plug in when you need it



# // Why



**Saving  
Time**



**5X**

**Saving  
Money**



**2.5X**

**Better  
Decisions**



**100%**

**More  
Transactions**



**2X**



## Antonio Migliaccio

### Managing Partner

Msc in Finance (Bocconi University),  
Enigma Trading, Swift Trade, Guber  
Banca, Maveric SA



MAVERIC



**London**  
Stock Exchange Group



## Mattias Cerini

### Head of Origination

Msc in Finance (Liuc University),  
London Stock Exchange Group,  
Maveric SA



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**Calendly:** [link](#)

**Email:** [algocapital@protonmail.ch](mailto:algocapital@protonmail.ch)

**Mobile:** +39 342 9233174

**Website:** [www.algocapitalfinance.com](http://www.algocapitalfinance.com)