

LET'S TALK ABOUT

HOW I  
BOUGHT

 **Sourcely**

Business

BY DEV SHAH





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# ABOUT ME

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Hey guys,

You probably already know who I am but let me introduce myself again.

You will realize **me and you are not so different** and you can do the same things I did.

But I'm Dev, I'm originally from India but I study in the States so I'm still a student. I don't come from a necessarily rich background, I just had ambitions and I started.

I wrote this case study so people who are feeling lost or don't know how exactly to start can learn from my first experience.

And trust me if I'm able to do it, **you're definitely able to do it as well**. So don't miss the value that I'm giving, write every step down and after you're done with this case study,

**Take action.**





# INTRODUCTION

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**YOU CAN START TODAY AND BUY YOUR FIRST BUSINESS. WHEN YOU REALIZE THE POSSIBILITY THERE IS, YOU WILL TAKE ACTION.**

I will be going to every step I have gone through when I bought my first business.

So in this case study, I'll not only share my experience but you will get an understanding on how this came about.

I'm going to take you through every step, I will tell you what I was looking for, Where I was looking for business to buy and how the process goes when you buy a business.

So take notes and get ready ready for the value I'm going to give you and turn it into a powerful tool for personal or business success. Let's embark on this acquire journey together!

# THE ACQUISITION

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When I was looking to buy my first business I came across sourcely. The company felt like it had a lot of potential. So I did some research.

## KEY FINDINGS ON SOURCELY



An innovative AI-powered source finding tool that makes research easier for students.



Was listed for \$7,000.



66% recurring visitors on their website.

It was very interesting but when I saw it was priced at \$7000 at that time it was priced too much. But then I came across sourcely months later for \$4000. It was a no brainer at that moment.

So I decided I was going to make thorough business analysis of the company with the information I got. I even made a thread about the company and that is how I met the business partner with who I bought Sourcely with.

# SWOT ANALYSIS : SOURCELY

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## STRENGTHS:



### LOWER ACQUISITION COST:

- The acquisition cost dropped from \$7000 to \$4000, making it a more attractive investment.

### ESTABLISHED CUSTOMER BASE:

- Even with a decline, there is an existing customer base of 52 and 102 subscribers at different price points.

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## WEAKNESSES :



### LOW REVENUE:

- The overall revenue is relatively low, which could be a result of the pricing strategy or market reach.

### LONG LISTING TIME:

- The business has been listed for a long time, potentially indicating underlying issues that need addressing.

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## OPPORTUNITIES:



### ESTABLISHED CUSTOMER BASE:

- Even with a decline, there is an existing customer base of 52 and 102 subscribers at different price points.

### MARKET POTENTIAL:

- With the right strategies, there is an opportunity to expand the customer base and increase revenue.

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## THREATS



### UNDERLYING PROBLEMS:

- The reasons for selling might include deeper issues that are not immediately apparent, such as operational inefficiencies or a declining market.

# HOW I BOUGHT SOURCELY

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## Step one : Chat

The first step in this process is to send a message to owner of the company. This is where you both **discuss your interest** in buying the company.



## Step Two : NDA

During the conversation you will need to sign a NDA. It is to **protect the company**, so you don't disclose any of their information.



## STEP THREE : LOI

The next step is to sign letter of intent. It's a letter with **your interest in buying** the business with the amount of money you are offering.



## Step Four : Due Diligence

That is where we put an X-ray through the business and that is also where you can see and brainstorm how to improve the business.



## Step Five : APA

The Asset Portrait Agreement is a binding agreement that states that you are going to buy the business and they're going to sell it to you with the price and all the other stipulations and conditions.

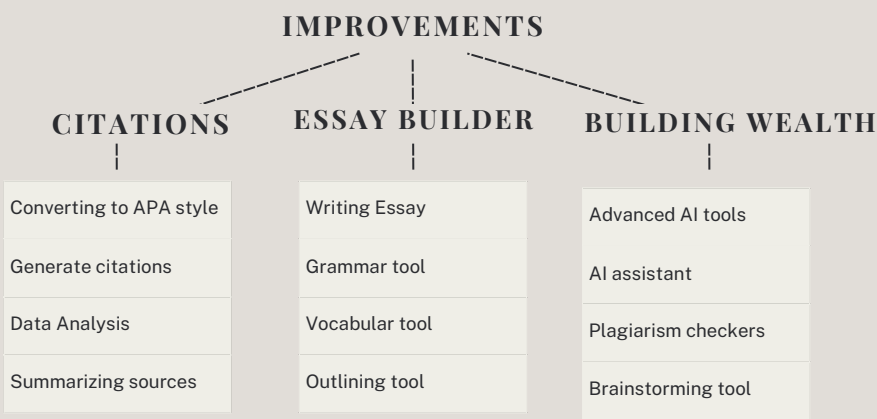


## Step Six : Own It

Now you own the company. Now you need to improve the company so you can sell it for more later.

# HOW I IMPROVED SOURCELY

If you know me, you already know I love the big picture. So I created a big picture for Sourcely so that we had a clear vision for the future. An exciting roadmap of planned features that I wanted to add to Sourcely :

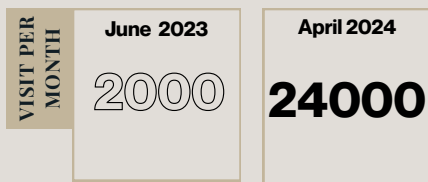


This is why it is very important to **choose a niche where you have interest in**. When you are working with passion, it doesn't feel like work anymore and it makes it so much easier. For me **the dream was for Sourcely to become the go to tool for students** to help with essay writing. To make it convenient finding sources. Whether you need to support a statement or find credible sources for an essay, Sourcely has got you covered.

Best of all, to make it the easiest possible to use, to just have to input your essay and let the AI search Google Scholar for relevant sources.

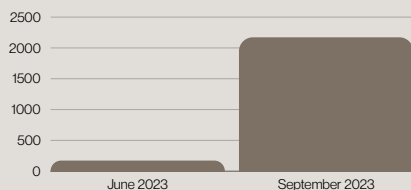
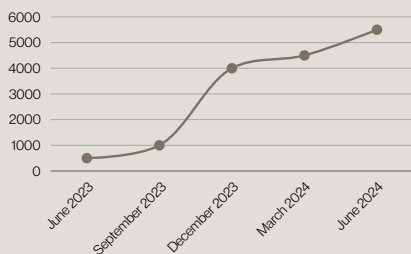


# BUSINESS REPORT

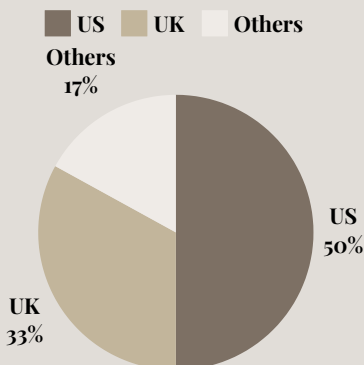


## How was this achieved ?

We identified our users really well. We discovered that our targeted audience were not only students but also professors and graduate students. Basically any person that had to research often. So it was very important because we were able to create a landing page for the people that needed our product.



## WORLDWIDE USERS



## Platform Users

When we acquired the business they had in total 172 users. By september that same year we grew the company by 2000 users. This was used through the use of influencers and SEO. Don't neglect those two marketing tools.

# 66%

### Recurring visitors

Proof that they had found the right niche and had found the solution to their problem. Something critical when buying a business

## CONCLUSIONS

## Conclusions about Sourcely Ten months after acquiring the company.

In the last ten months we made a revenue of \$50 000. We plan on making around \$33 000 every year. So right now I could value the company at a \$100,000. This is a year's work. This could be you.



# CONCLUSION

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## THIS IS THE BEGINNING OF SOMETHING GOOD.

Basically Sourcely experienced substantial growth. Monthly revenue surged from \$500-\$1,000 to \$4,000-\$6,000, with September 2023 alone generating \$5,500, which recouped our initial investment

We achieved this growth without any marketing expenses, focusing instead on identifying our target audience—students, professors, and graduate students. Effective strategies such as influencer outreach and SEO optimization led to a remarkable increase in site traffic, from 5,000 visits per month to 24,000, with some days reaching 1,000 visits.

In the last ten months, Sourcely generated \$50,000 in revenue, showcasing the success of our acquisition and growth strategies. This case study highlights the importance of strategic timing, understanding the reasons behind a sale, and leveraging niche markets to ensure sustainable business growth.

By focusing on targeted marketing and user engagement, we transformed Sourcely into a highly valued asset with significant revenue potential.

**I wrote this small case study for you guys. I just wanted to show you I was just a student with zero experience and I was able to achieve a lot in less than a year. Since then I have bought four businesses and they have all grown. You can use this case study to buy your own business.**

But I really want to help you guys with your journey, So if you feel like this wasn't enough. I wrote another Ebook on how to buy business where I show you how you can your first business. You can use this guide, I use this guide to teach my students on how to buy their business.