

Charles Curwen

ETA Search Plan

My search for a business acquisition will focus on companies with approximately \$2 million - \$5 million in revenue. While industry-agnostic, my preference is for businesses in the tech integrations space that have proprietary technology with the potential to be extracted, scaled, and valued at a higher multiple. The ideal business should be based in the tri-state area or operate fully remotely, with a globally remote structure also viable if it aligns with time zone-friendly operations. A key red flag is any business that is easily disrupted by AI, though defining this precisely remains a challenge.

Over the course of a year, I will employ a multi-faceted sourcing strategy that includes direct outreach through phone calls, developing a proprietary inbound lead engine, and leveraging broker networks to identify opportunities. To ensure a thorough evaluation of potential targets, I will conduct extensive due diligence by speaking with business owners in the space, consulting investors with domain expertise, and utilizing Gemini Deep Research to validate market positioning and financials.

Given the technology focus of my target businesses, I anticipate structuring acquisitions primarily as debt purchases, with the potential for a seller rollover to ensure continuity and alignment in scaling the company. My goal post-acquisition is to develop the proprietary technology further, grow the business, and ultimately position it for an exit at a higher valuation multiple.

I believe I am well-positioned to run a business of this nature due to my experience at a best-in-class technology firm, my expertise in financial data modeling, and my ability to rigorously assess market opportunities. My ability to pressure-test CIM assumptions and manage operations with a growth-oriented mindset will be key to success. However, I recognize several challenges, including my relative inexperience in acquisitions, concerns over AI-driven disruption, and whether my corporate background at Google translates effectively to small business ownership. To mitigate these risks, I will lean on mentorship, structured learning, and working in a pair to build the confidence necessary to execute a successful transaction.