## My Priorities

- Cultural and Value Alignment: We must share the same values and vision for SET, particularly the emphasis on interpersonal and cultural matching in M&A transactions for family businesses.
- Technical Expertise: A priority is finding a co-founder with strong technical skills, ideally in computer science and AI, to enhance our platform's matching and scalability.
- Commitment: The co-founder must be as committed as I am to the project, willing to dedicate the necessary time and resources to ensure its success.
- Market Understanding: Experience or knowledge in the M&A industry, particularly in handling family businesses, is important for a strategic partnership, I will fill you in on that.
- Communication and Decision-Making: Clear, transparent communication and a collaborative decision-making process are vital for building a strong working relationship.
- Proactiveness: Even though I often take the lead in a team, I am not someone who will tell you what you should do, therefore you should be proactive and share ideas. Any idea is great and can lead to new ones. We decide together as a team on the next steps.

## The Project

- Equity and Role Clarity: I am looking for a co-founder who can take on the CTO role, leading the technical aspects of platform development.
- Long-Term Vision: The co-founder should be aligned with a long-term vision for SET, contributing not just to the technical development but also to strategic planning and growth.
- Transparency and Trust: Demand a transparent partnership where decisions, risks, and financials are openly discussed and managed.
- Work Structure: An agreement on work structure, including meeting schedules, progress tracking, and deadlines, to ensure the project stays on course and in person meetings.

## Objectives

- Product Development: Launch a good MVP asap, that integrates interpersonal matchmaking.
- Market Entry: Successfully enter the niche market of family businesses within the M&A sector, gaining initial traction through targeted brokers and advisory firms. We can use my connections and knowledge of the industry for this.
- Scalability: Develop the platform in a way that can scale to handle increasing data volumes and match complexities as we expand our market reach.

- Funding: Attract initial funding or investment based on a solid, market-ready product and a clear, executable business plan.

## Vision

- Holistic M&A Platform: I envision SET as a unique M&A platform that revolutionizes the way family businesses find their ideal buyers by incorporating cultural and interpersonal alignment into the matchmaking process.
- Niche Focus: The focus will be on family businesses, filling a market gap where existing M&A platforms fail to consider the human elements of deals.
- User Compatibility: The core of SET will matchmaking, which can be AI powered later on.
- Industry Standard: I see SET becoming the industry standard for family business transitions, recognized for its in-depth, relationship-focused approach to M&A.
- Product: I aim to create a REALLY good product rather than try to reach 2k per month asap. A good product will attract clients.

## The Product

The platform enables brokers, sellers, and buyers to input detailed profiles, including both hard data (e.g., revenue, industry) and soft factors (e.g., values, strategic goals). At first, for simplicity, we focus solely on soft factors.

## Features List for the Product

1. Profile Creation
2. Surveys for data input
3. Filter matching
   - We can integrate algorithms in a later date to improve this
4. Compatibility Scoring
   - A scoring system that evaluates compatibility based on interpersonal aspects, providing users with a clear indication of match quality.
5. Secure Data Management
6. Customizable Search and Filtering
   - Filter potential matches based on key criteria (industry, values, leadership style) tailored to the specific needs of their clients.
7. Dashboard for Brokers

- A central hub where brokers can monitor their clients' profiles, qualification progress, and view potential matches.
8. Real-Time Progress Tracking
    - Allows all stakeholders how far in the process they are
9. Feedback loop
    - Users can provide feedback on match quality & service
10. Collaboration and Communication Tools
    - In-platform messaging for secure discussions between buyers, and sellers to facilitate smoother interactions.