

Company Name: Visionary Media Group, Inc.

Industry: Media

Stage of Growth: Established and profitable, with a growing customer base. The company has been in business for over 15 years, making it a recognized name in the regional media industry. Visionary Media Group has received accolades for its innovative content production and digital transformation efforts.

Size: Medium, 75 employees. The team includes content creators, marketing specialists, production staff, and a small IT team managing the company's digital platforms. The company has a structured hierarchy with a focus on collaboration and creativity.

Valuation: \$25 million. The valuation reflects its strong brand presence, diversified revenue streams, and growing digital media segment. Opportunities for growth exist in expanding its digital advertising and subscription-based services.

Strengths: Strong brand recognition, diversified revenue streams (advertising, subscriptions, and content licensing), a loyal audience base, and a robust digital presence. The company has successfully transitioned from traditional media to digital platforms, which has increased its reach and profitability.

Weaknesses: High competition in the digital media space, reliance on advertising revenue, and the need for continuous investment in technology to stay competitive. Additionally, the company faces challenges in scaling its subscription services due to market saturation.

Reason for Sale: The founders are looking to exit and focus on new ventures. They are open to staying on as consultants during the transition period to ensure a smooth handover. The business has significant growth potential for a buyer willing to invest in expanding its digital offerings and geographic reach.