



Online Surveys and Sampling

Overview

Alcon Partners has been retained by a large tech enabled survey and sampling company, to invest in or acquire strategically aligned survey and sampling companies.

The company is backed by a well-funded private equity that has specific expertise in online services and is seeking to grow the company rapidly.

The seller may choose to continue to work at the company or exit and may also choose to retain equity in the company or sell all equity for cash.

Investment Criteria

Specific criteria for investment are as follows:

- Customer Profile
 - Companies that provide any of the following services:
 - Sampling
 - Focus Groups
 - Online Research
 - Online Panel Survey Recruitment
 - Survey Development
 - Study Consulting
 - Qualitative Studies
 - Quantitative Studies
- Geography
 - Worldwide
- Size
 - Greater than \$2m in revenue

Transaction Structure

- Buyout or majority recapitalization
- Material ongoing economic participation by existing owners or management, if desired

Contact

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