

Project AI-Write

Confidential Teaser

February 2025

FRP

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Business Overview

Opportunity to acquire a highly specialised AI-enhanced medical-writing business

Business Opportunity

- Opportunity to acquire the shares or business and assets of Project AI-Write.
- The business has developed an AI-powered platform designed specifically for medical writers to reduce operational tasks and manual perusal of data. While the Global Medical Writing is a niche market, it is highly lucrative and continues to grow.
- Within six months, the business had already onboarded its first clients securing £1.26m in funding. Existing funders do not wish to proceed further with the next stage of investment due to a change in ownership with cashflow therefore forecast to become challenging.
- In addition to the IP held by the business, there are also a number of assets used to create and implement the software.
- The business is ISO, SOC & HIPAA certified.

Process

- If you would like further information on this opportunity, please contact FRP using the details provided overleaf. All communication on this opportunity should be conducted through FRP, their staff and their agents.
- FRP is requesting indicative proposals, supported by proof of funding, by no later than 4pm (GMT) on **10 March 2025**, with a view to completing shortly thereafter.
- Further information can be obtained following completion of a non-disclosure agreement via FRP's DataRoom.
- FRP reserve the right to close the bidding early or extend the deadline, without liability or advanced notice.

Financial forecast & earnings before interest, taxes, depreciation & amortisation ("EBITDA") provided by the business

Financial Forecast				
	2024	2025	2026	2027
Revenue (£)	264,000	2,431,000	8,327,900	17,274,650
% YoY Growth	-	821%	243%	107%
Direct Costs (£)	(33,445)	(239,481)	(800,692)	(1,823,055)
Gross Profit (£)	230,555	2,191,519	7,527,208	15,451,595
Overhead & Expenses (£)	(1,506,570)	(2,215,509)	(5,002,871)	(7,494,002)
EBITDA (£)	(1,276,016)	(23,990)	2,524,338	7,957,593
% EBITDA	-483%	-1%	30%	46%
Revenue per FTE (£)	24,000	75,969	126,180	174,491
Cust. Acquisition Cost (CAC,£)	59,889	19,319	22,293	29,597
Cust. Lifetime Value ¹ (CLTV,£)	1,152,773	849,426	790,507	850,400
CLTV/CAC indicator	19.2x	44.0x	35.5x	28.7x
Avg. Time-to-Acquire New Customer ²	212.5 Days	45.2 Days	35.1 Days	33.8 Days

Important Notice

Purpose

This document (the 'Document') is issued by FRP Advisory Trading Limited ('FRP') on the terms and conditions set out below for the exclusive use of the persons to whom it is addressed and their advisers in connection with the proposed acquisition of the trade and assets of the company that are described in this document, hereafter referred to as the "Company" or "Project AI-Write".

This Document has been compiled by FRP, acting as agents. In issuing this document, FRP is acting for the Company and for no one else in connection with this transaction.

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Contact Information

FRP is seeking indicative proposals by 4pm (GMT) on 10 March 2025 with a view to concluding a transaction within the shortest duration thereafter.

If you would like further information on this opportunity, please contact the following individuals from FRP.

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