



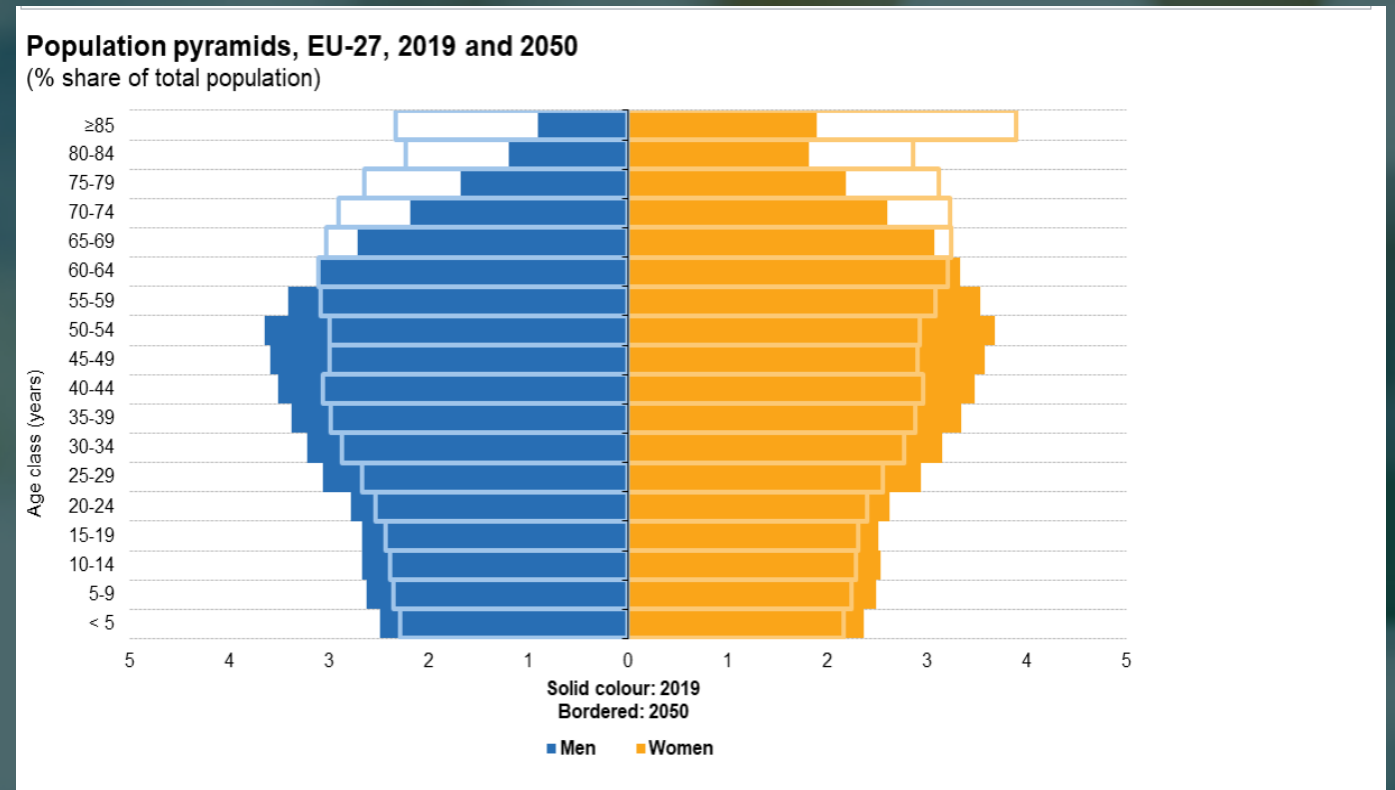
# SILVER ERA TRANSITION PITCH DECK

*SET SAIL WITH US*

# THE OPPORTUNITY

- EU IS AN AGING CONTINENT
- POST WAR BABY BOOMERS
- THEY CREATED THE BUSINESS FOUNDATION IN EU

EUROSTAT



# THE OPPORTUNITY

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- SELLERS SEEK TO SELL AND RETIRE
- THEY CARE ABOUT THE SUCCESSOR
- WHETHER THE BUSINESS WILL THRIVE
- ITS THEIR BABY

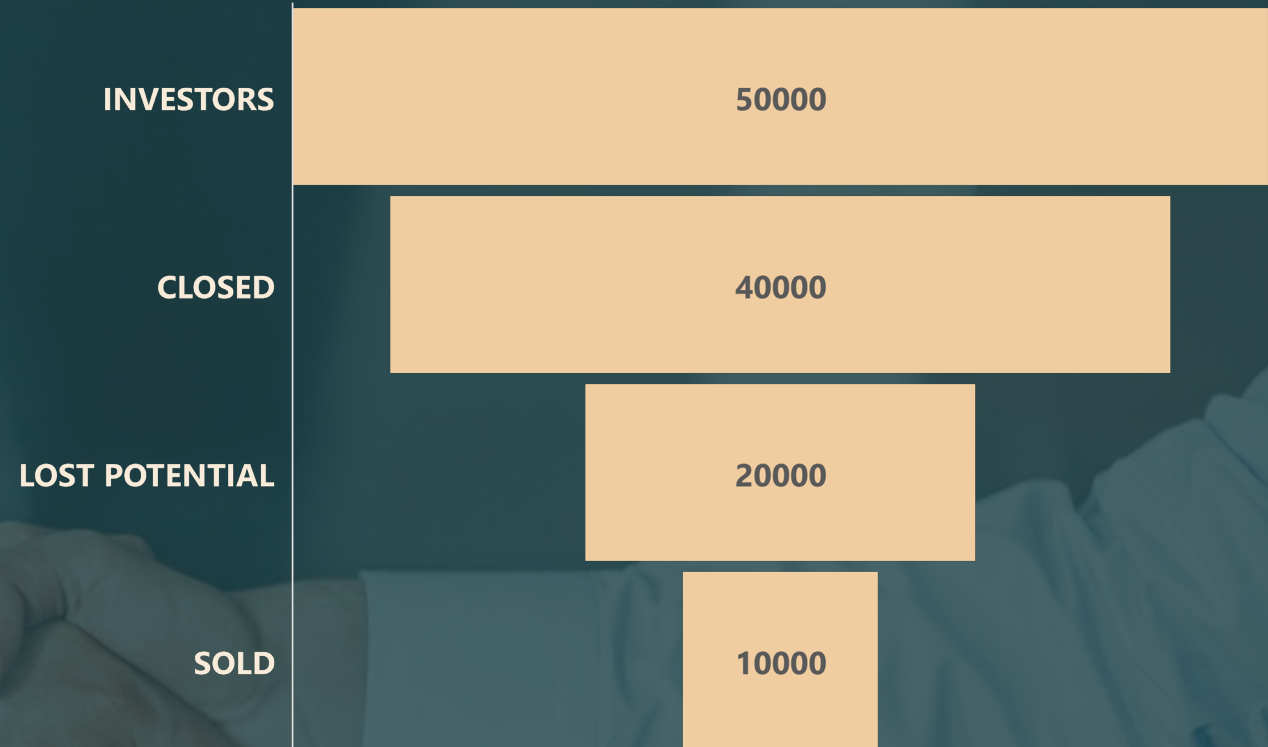
# THE OPPORTUNITY

- SELLERS – NO SUCCESSORS – ONLY 20% CONTINUE AFTER 2 GENERATIONS
- TRANSITIONING THE BUSINESS - TIME INEFFICIENT
- BUYERS - FINDING THE RIGHT OPPORTUNITY AT THE RIGHT TIME

# THE OPPORTUNITY

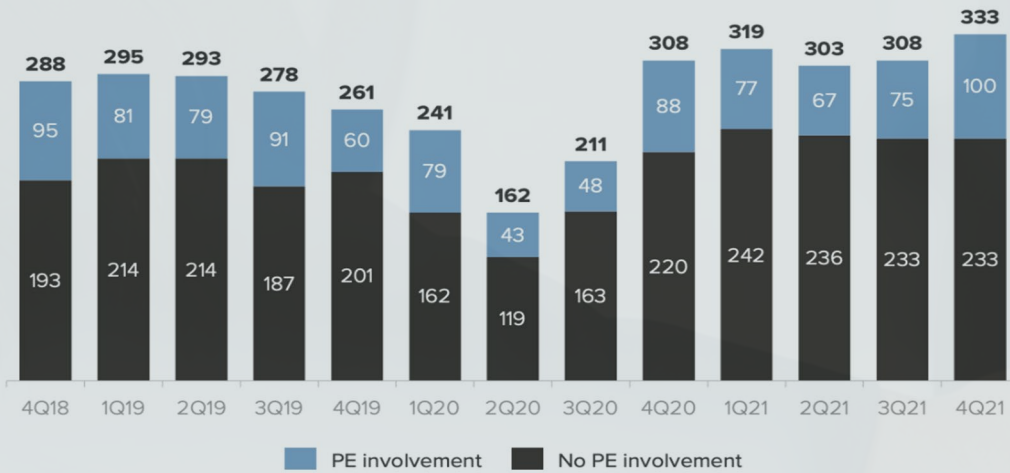
- 10,000 COMPANIES SOLD ANNUALLY
- 40,000 CLOSE WITHOUTH SELLING.
- 1/2 POTENTIAL FOR SUCCESSUL SALE (AS PER KVK).
- 50,000 ANNUAL INVESTORS

## ANNUAL TRANSACTIONS



# THE OPPORTUNITY

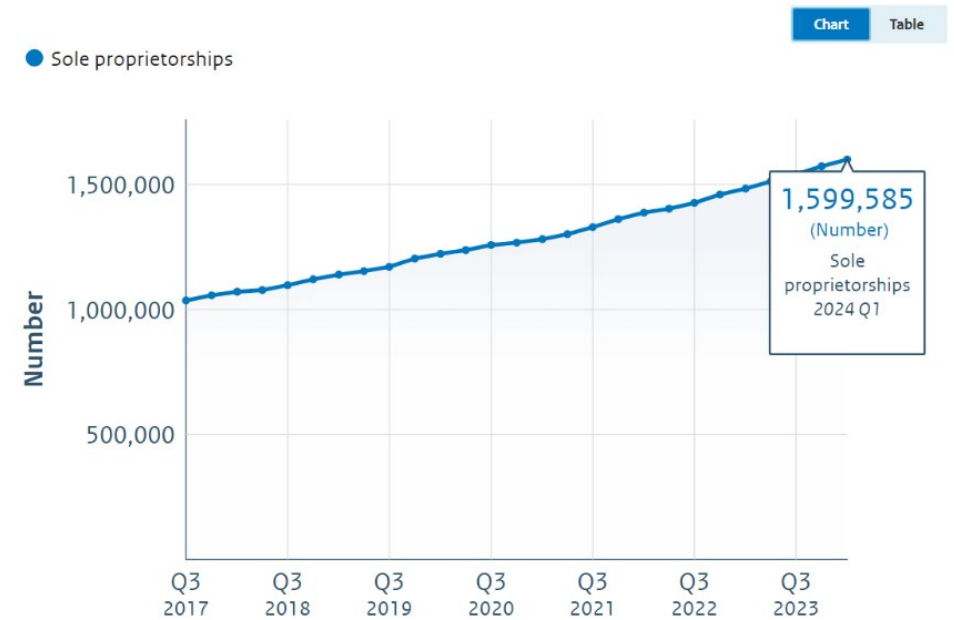
### Numbers of deals in the Netherlands



S&P Global Market Intelligence, Mergermarket, Alex van Groningen, Oaklins research

miro

### Number of sole proprietorships.



Source: CBS ©

# OUR SERVICES

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## Central Hub

*Serve as the primary meeting place for entrepreneurs, investors, and advisors to collaborate*



## Data - Driven Matching

- Matchmaking Algorithm
- Chatbot Milo



## Educate


*Learning resources, steps and tools*



## Market & Trends Analysis

*Holistic market insights and trend forecasting*

# BUSINESS MODEL

Free	 Premium	Standard	Advanced	Ultimate
Access thousands of businesses for free on SET	Get an edge over the competition with SET Premium	<b>Standard Reach</b>	<b>Boosted Reach</b>	<b>Maximum Reach</b>
0€	49€ / month (Cancel Anytime)	All the basic features needed to sell your business	All the basic features needed to sell your business	All the basic features needed to sell your business
6 month term	6 month term	6 month term	6 month term	6 month term
69€	199€	399€		
<a href="#">Join Free</a>	<a href="#">Join Premium</a>	<a href="#">Sell Now</a>	<a href="#">Sell Now</a>	<a href="#">Sell Now</a>

- **COMMISSION (2% - 4%)**



# STRATEGY

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LINKEDIN - EDUCATION  
FOCUS

USER-CENTRIC

Mass Dependent  
Photography  
Onboarding Client

WEBINARS

SEO

STRATEGIC ALLIANCE (M&A,  
ACCOUNTING & LAW FIRMS) -  
TRUST

# VALIDATION

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gemeente  
**Zoetermeer**

**Mentors**

# THE TEAM

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**Co-Founder**



**Co-Founder**



**Co-Founder**



**Lead Dev.**

# MAJOR COMPETITORS

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## Brookz.nl

- Largest platform in the Netherlands.
- Strong reputation.



## Bedrijventekoop.nl

- Manual search engine for businesses
- “Original”



## Dealsuite.com

- Largest platform in EU.
- Focused on matchmaking
- Used by big corporations.

# THANK YOU

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 *Silver Era Transition (SET)*  
 *info@silvereratransition.com*



# ENVIRONMENTAL, SOCIAL, GOVERNANCE (ESG)

- **Environmental (E)**
  - SET's ability to match and upcycle businesses efficiently can lead to environmental benefits.
  - Our AI-powered platform is hosted on cloud services that is increasingly transitioning to renewable energy sources.
  - The adoption of green data centers aligns with our goal of renewable energy utilisation, promoting cleaner energy production.
- **Social (S)**
  - Social factors often include employee well-being and company culture.
  - SET's precise matching capabilities consider cultural fit, promoting a harmonious integration of businesses.
- **Governance (G)**
  - Governance aspects involve transparency, accountability, and ethical behavior.
  - SET's data-driven insights can identify potential governance issues within businesses.