DEVELOPED BUSINESSES FOR ACQUISITION

ResolveFlow



Help directors find the right professional conversation.

A corporate enquiry-acquisition company for a licensed insolvency practice. Help directors find clear information and request professional support, with a controlled partner-practice channel for suitable introductions.

Proposed buyer: Insolvency practices

Initial audience: Company directors seeking business support

Proposed ownership: 100% of a dedicated company, subject to formation, diligence and agreed completion terms.

£47,500 asking price. Included build, milestones, legal structure and VAT treatment are confirmed in a written company-specific offer. No online payment or reservation.

CURRENT BUILD STATUS

Development-stage opportunity. The acquisition materials and financial scenario tools are prepared. The operating company, production technology, CRM connections, complete expert books and live campaigns are not yet built or validated. No live leads, paying clients, trading history or verified earnings are represented.

This pack describes an acquisition programme and remaining delivery. No consumer-facing mortgage, legal or insolvency service is being offered by AiGM through this document.

Nine assets, with delivery defined.

Asset	Proposed scope
Company and banking	Dedicated company structure, ownership schedule and bank-application support; incorporation and banking remain to be completed.
Website	Sector brand, consumer pages and topic-specific enquiry journeys; production implementation follows the agreed build specification.
Portal	Owner dashboard and partner allocation workflows; the live CRM, integrations and partner onboarding remain to be built.
App	Responsive mobile experience specification; native app-store releases require an expressly agreed scope.
AI Venture Blueprint	Commercial model, customer journey, development specification, milestones, assumptions and validation plan.
Marketing strategy	Search, professional partnerships, publishing and permitted social acquisition; campaign budgets are additional.
Business development strategy	Practice-owner sales proposition, partner onboarding and enquiry-quality criteria.
Funding strategy	Build and working-capital requirements, funding options and a use-of-funds plan; no funding commitment.
Exit strategy	Ownership and transfer schedule, recurring-cost disclosure and potential future sale preparation.

The written specification governs the final scope. Advertising spend, ongoing subscriptions, professional review and legal completion costs need an explicit budget. Native mobile releases and unrestricted resale rights are not assumed.

Turn specialist knowledge into relevant enquiries.

Channel 1: Educational search content for directors researching company cash-flow difficulties

Channel 2: Accountant and business-adviser relationships

Channel 3: Director webinars and professionally reviewed guide campaigns

Channel 4: Requested follow-up and timely routing to a licensed practitioner

PROPOSED BOOK SERIES

1. The Company Director’s Guide to Cash-Flow Pressure

2. Company Rescue and Restructuring: Questions to Ask

3. Understanding Company Liquidation

4. Preparing for a Conversation with an Insolvency Practitioner

Book production: professional interview, fact-checked manuscript, client-approved examples, compliance review, cover and typesetting, PDF edition, landing page and requested follow-up. Working titles only; complete manuscripts and a named author are not yet supplied.

Customer journey: useful content or guide request > separately expressed interest in professional contact > CRM and permission record > administrative review > practice conversation > appropriate partner introduction where permitted.

Initial intake: Company name and business contact; Broad trading / cash-flow concern; Urgency and preferred contact time; Permission to introduce to the identified practice.

Test the assumptions before accepting the price.

Synthetic monthly steady-state scenarios. These are not market benchmarks, validated forecasts or actual trading results. Amounts are before tax, acquisition consideration and finance costs.

Monthly measure	Downside	Base illustration	Upside
Enquiries	25	45	70
Own-practice capacity	15	20	30
Conversion to paid client	8%	15%	20%
Contribution / client	£1,600	£2,000	£2,400
External acceptance	0%	0%	0%
Fee / accepted external enquiry	£0	£0	£0
External introduction revenue	£0	£0	£0
Acquisition / operating costs	£4,800	£4,800	£6,800
Enquiry-company contribution	-£4,800	-£4,800	-£6,800
Own-practice contribution	£1,920	£6,000	£14,400
Combined contribution	-£2,880	£1,200	£7,600

Own-practice contribution = retained enquiries × conversion × contribution per completed client. External revenue = remaining enquiries × acceptance × agreed price. Combined contribution = own-practice contribution + external revenue - acquisition and operating costs.

Client contribution must already deduct professional delivery costs. Internal group charges create no extra combined profit. ResolveFlow assumes no external referral receipts pending an approved commercial and ethical structure.

The accompanying workbook includes monthly ramp-up, collection lag and acquisition-price cash outflow. It is a planning model, not a statutory three-statement forecast. Valuation using 3-5 times synthetic profit does not establish the current value of this company.

Agree the business you will own.

Stage	Required output
Define	Buyer identity, professional permissions, target services, budget, naming checks and signed scope.
Build	Company formation, IP assignments, website, mobile experience, CRM, portal, first book and campaign assets.
Approve	Professional review of content, promotions, data handling, referral arrangements and AI boundaries.
Validate	Controlled campaign test; verify enquiry cost, acceptance, bookings, conversion and client contribution.
Complete / hand over	Agreed share or asset documents, disclosures, ownership schedule, account transfers, acceptance evidence and defined transition support.

Initial scope is corporate enquiries, excluding personal-debt, IVA and debt-packaging services. No AI recommendation of an insolvency solution. Any external introduction or payment model needs specific practitioner and ethics approval; no assumption that per-lead or appointment commissions are permissible. Avoid public disclosure of a director’s financial difficulties.

Key risks: acquisition costs may exceed the illustration; conversion and collection may be lower or slower; professional capacity may constrain delivery; partner demand may not materialise; platform accounts and licences may need replacement or consent on transfer.

Before commitment: inspect current materials and remaining work, obtain an itemised offer, agree milestone acceptance and payment, check title and liabilities, and review the appropriate transaction documents. No incorporation, authorisation, domain, bank account or customer base is represented as already secured.

NEXT STEP

Discuss your practice, customer economics and preferred scope with Paul Johnson: aigm@mail.com | www.aigm.co.uk/#strategy

Professional reference: https://www.gov.uk/guidance/dear-insolvency-practitioner/13-general