

October 2023

# Introducing Cogital M&A Advisory Services

# About Cogital



# Cogital is a true Con-Tech / AEC-Tech advisory specialist – broad & deep

With nearly four decades of combined experience in the Construction & AECO Tech industry, our expertise is unparalleled; This is not just a sector for us – it is our domain



## Digital Design & BIM

- Building Information Modelling (BIM)
- Design coordination
- 3D printing & modular design



## AI & Machine Learning

- Predictive analytics
- Monitoring solutions
- Design assists
- Compliance & optimisation



## Workflow & Project Management

- Common Data Environment (CDE)
- Collaboration platforms
- Integrated project delivery
- Virtual tracking systems



## Mobile & Cloud Solutions

- Mobile reporting
- Field access
- Remote work platforms
- Data aggregation



## Augmented (AR) & Virtual Reality (VR)

- Site Inspections
- Stakeholder engagement & design visualization
- Health & safety solutions



## Robotics & Automation

- Construction robotics
- Survey & monitoring drones
- Automated plant & machinery



## Sustainable & Green Tech

- Green building materials
- Energy efficiency
- Smart grids & renewable energy integration

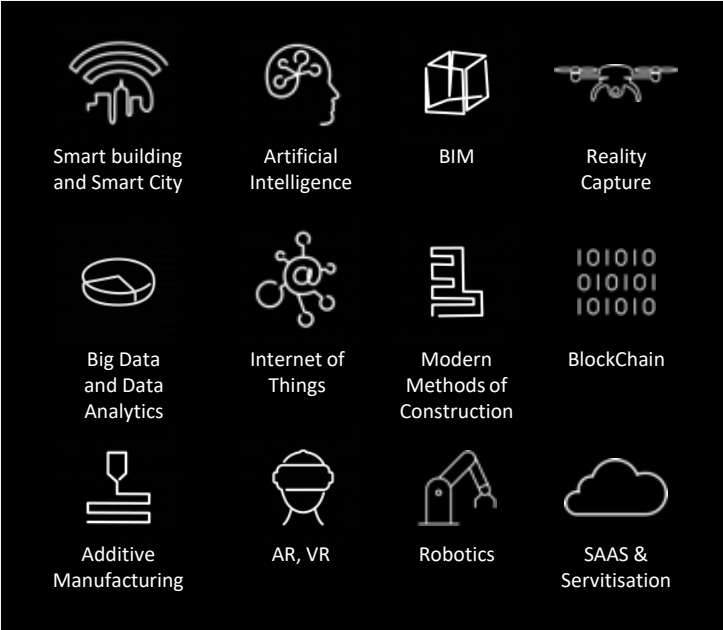


## Internet of Things (IoT) & Sensors

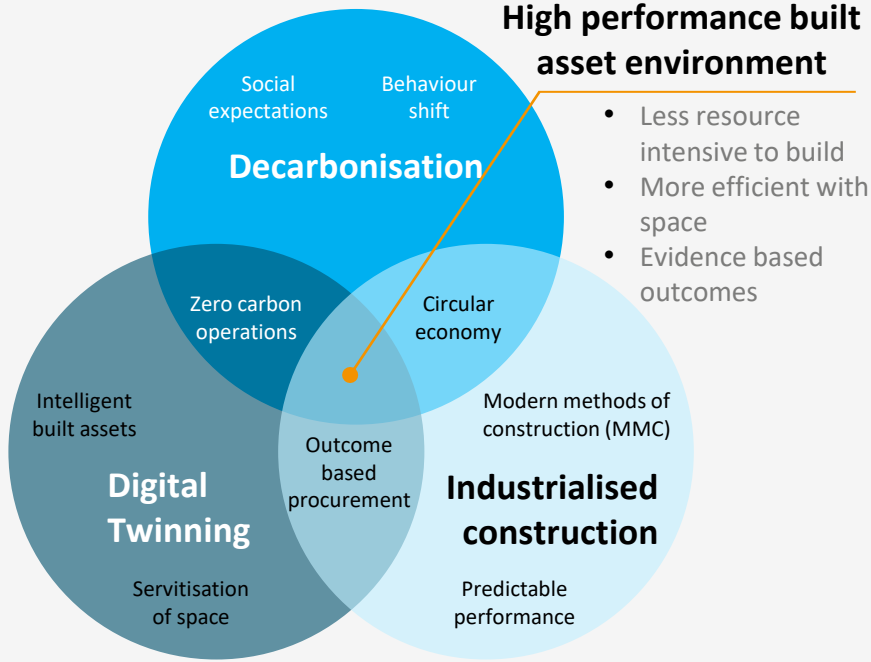
- Digital Twins
- Smart construction
- Site safety sensors
- Smart cities

# We are passionate about facilitating the digital transformation of the built environment

## 12 Guttenberg moments

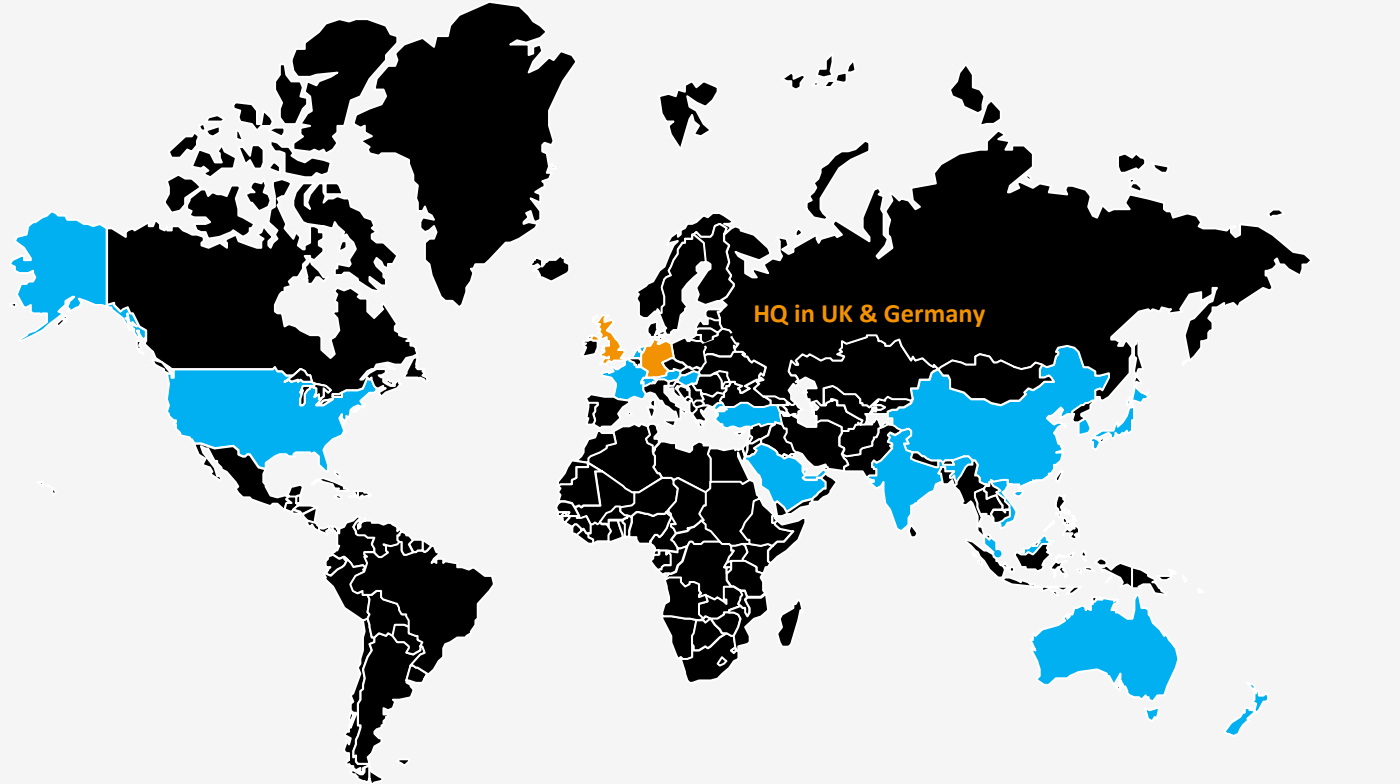


## 3 Key outcomes

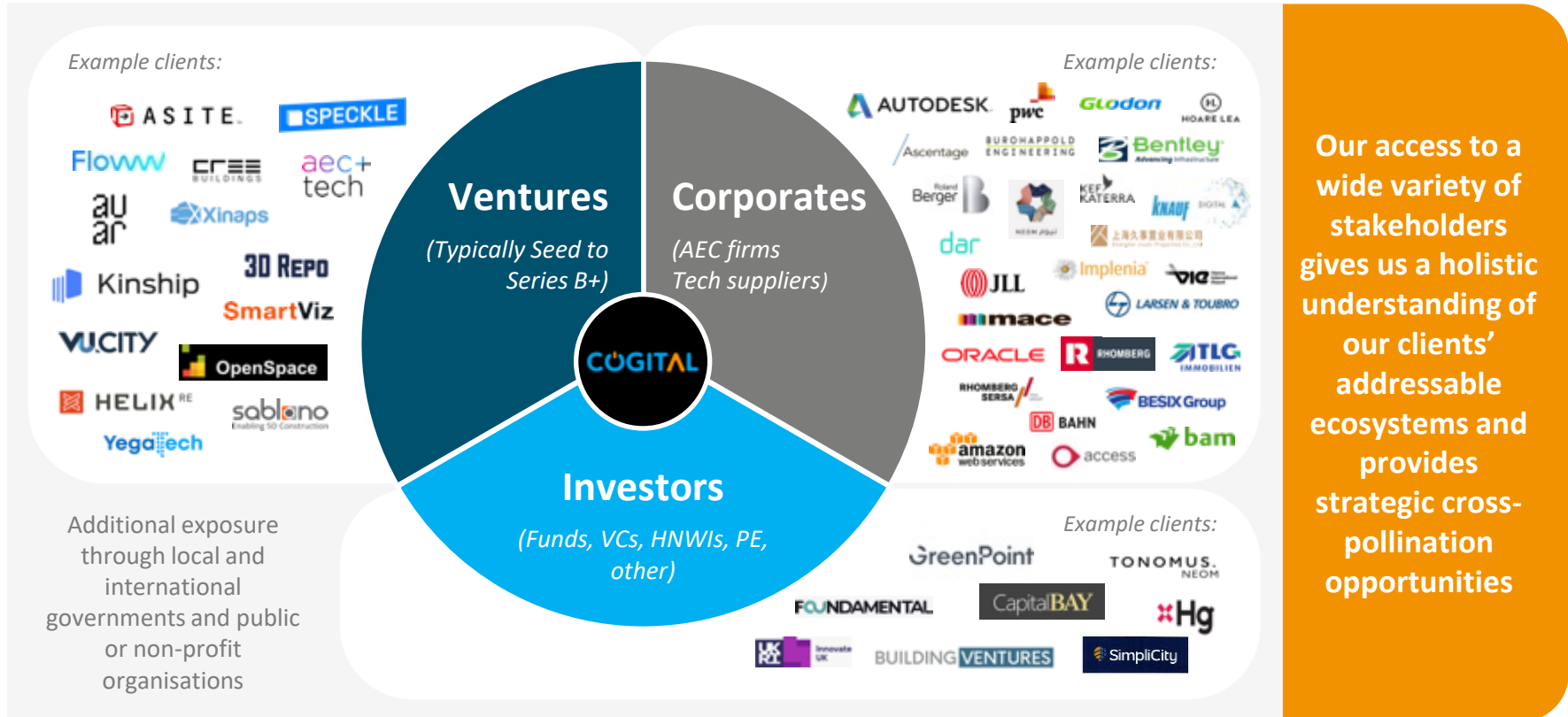


# We are the advisors of choice to a vast global network of clients

We work with businesses & industry specialists across all major regions and can leverage personal contacts in 20+ countries (and counting)



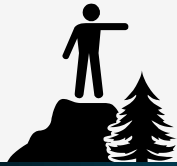
# Being at the heart of the industry gives us unique 360° insights



# We are not just transactional M&A advisors – our deep expertise in tech strategy & project delivery ensures holistic, value-driven guidance

## Growth Strategy & Insights

- Data insights
- Market expansion
- Product/service diversification
- Geography / Segment GTM
- JVs & strategic partnerships
- Leadership appointments



## Technology & Digital Transformation Ops

- Tech strategic formulation
- Digital transformation implementation
- Technology procurement advisory
- Program / Project consulting



See later for further detail

## M&A

- Investment strategy & analysis
- Pitch deck support
- Commercial Due Diligence
- Deal structuring & negotiation
- Programmatic M&A / roll-up
- Exit strategy



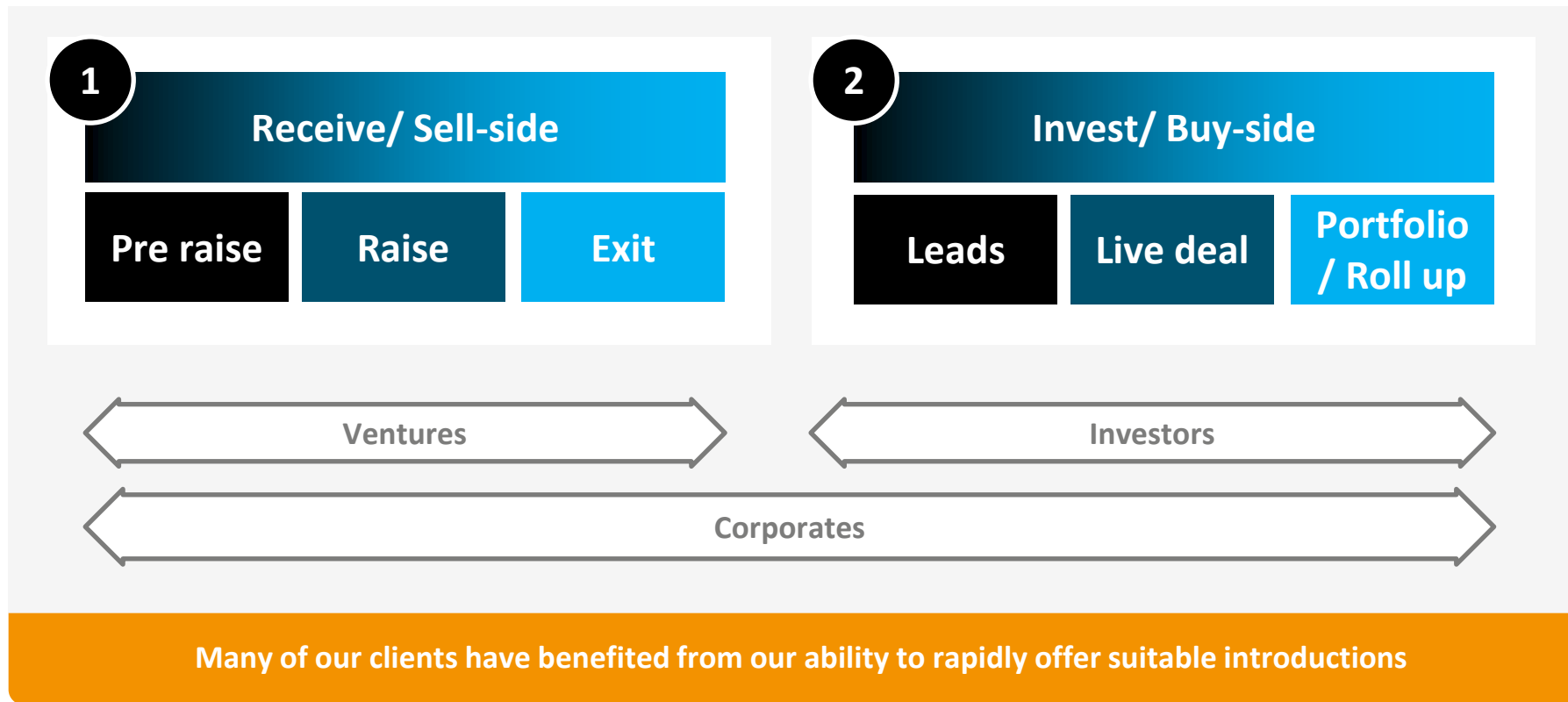
Our all-round service offering allows us to support our clients long term as they grow and adapt



# Our M&A Advisory Services



# Our M&A service offering spans both receive/sell-side & invest/buy-side



# 1 Receive/ Sell-side M&A advisory services - deep dive:

## Receive / Sell-side

### Pre raise



*Positioning businesses for success, longer-term*

- Investment readiness assessment and raise roadmap counsel
- Business plan review, advisory and development
- Investor targeting strategy and outreach preparation
- Market intelligence (segmentation, forecasting etc)

### Raise



*Helping businesses find the right partner, faster – so that they can focus on growth (or the next venture!)*

- Pitch deck review, advisory and creation
- Customer referencing programmes (interviews, surveys)
- Investor identification & outreach / introductions
- Commercial term sheet advisory and negotiation support
- Due Diligence support

### Exit



*Helping businesses find the right partner, faster – so that they can focus on growth (or the next venture!)*

- Exit strategy and pre-sale preparation support
- Potential buyer identification and introductions
- Negotiation support
- IM review, advisory and creation
- Due Diligence coordination
- Integration advisory

## 2 Invest / Buy-side M&A advisory services - deep dive:

### Invest / Buy-side

#### Leads



*Validating our clients' investment & M&A theses*

- Market intelligence (growth opportunities and industry risks)
- Investment / M&A criteria and deal-flow strategy
- Investment / M&A target landscape mapping
- Target profiling and recommendations
- Business planning and valuation support
- Target introductions

#### Live deal



*Guiding our clients through deal intricacies for the best outcomes*

- Investment / M&A Commercial Due Diligence (incl market segmentation & forecasting; customer referencing; compliance risk assessment etc) and red flag reports
- Investment / M&A deal structuring and negotiation
- Stakeholder engagement

#### Portfolio / Roll-up



*Optimizing clients' collective investments for future growth*

- Investment / M&A portfolio review
- Portfolio strategy advisory
- Synergy evaluation support
- Post-deal integration strategy and execution advisory

# With our distinct mix of Cogital capabilities, we complement the existing M&A advisory landscape

| Example participants                                    | Cogital value add       |                        |                   |               |                          | Examples of potential capability gaps  |
|---|-------------------------|------------------------|-------------------|---------------|--------------------------|--|
|   | Deep industry expertise | All-round M&A advisory | Tailored approach | 360° insights | Vast network of contacts |  |
| <b>ConTech startup consultancies</b>                    |                         |                        |                   |               |                          | <ul style="list-style-type: none"> <li>• May lack broader investor/buyer network (corporate, PE..)</li> <li>• More limited involvement as businesses scale</li> </ul>  |
| <b>Venture Capital firms</b>                            |                         |                        |                   |               |                          |  |
| <b>Big strategy consultancies with M&amp;A offering</b> |                         |                        |                   |               |                          | <ul style="list-style-type: none"> <li>• Limited industry depth (eg Industrial Products or Business Services instead of ConTech/AECTech)</li> <li>• Lack of early-stage business engagement and hence limited investment / M&amp;A target insights offering and network</li> </ul> |
| <b>M&amp;A brokers</b>                                  |                         |                        |                   |               |                          |  |
| <b>Investment banks</b>                                 |                         |                        |                   |               |                          | <ul style="list-style-type: none"> <li>• Limited industry depth</li> <li>• Transaction focused and hence lacking in tech insights</li> <li>• Lack of early-stage business engagement and hence limited investment / M&amp;A target insights offering and network</li> </ul>        |
| <b>Private Equity firms</b>                             |                         |                        |                   |               |                          |  |
| <b>Technology consultancies</b>                         |                         |                        |                   |               |                          | <ul style="list-style-type: none"> <li>• Lack of broader advisory offering</li> <li>• Limited investor/buyer network (PE, Funds..)</li> </ul>  |

An aerial view of a city skyline at sunset, with a digital network overlay of glowing nodes and lines connecting various points across the city. The sun is low on the horizon, casting a warm glow over the buildings. The network overlay consists of numerous white nodes of varying sizes, connected by thin, glowing lines, creating a complex web of connections that spans the entire cityscape.

# Key contacts

# We would be happy to answer any of your questions

## Allain Waha

Co-Founder & Managing Director



Allain has a keen aptitude for moulding businesses that leverage technology for innovative solutions. With roots in pioneering business models and advanced information systems in Aerospace & Automotive, he shifted to construction in 2008, taking the helm as CEO of Atlas Industries and later founder of BIM/Digital services startups. Today, he is deeply connected in the ConTech sector and provides deal as well as non-deal support to a diverse range of ventures, corporate clients, and investors globally.

## Zdenka Dobosova

M&A Director



Zdenka brings a decade of experience in M&A and Deals Strategy advisory from her tenure at PwC Transaction Services and OC&C Strategy – a corporate and PE focused advisory boutique. Her expertise encompasses both the sell-side and buy-side, across UK and internationally. With over 70 successful client deals to her credit, Zdenka has recently joined the Cogital team to spearhead our M&A advisory offering.

# Cogital M&A Advisory Services

Industry  
focus &  
expertise

Broad  
range  
advisory  
offering

Tailored  
approach

360°  
insights

Vast  
network of  
contacts

Strong  
credentials

Thank you

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