

Client Example



- Founded in 2013, Dynamic Owl Consulting Inc. (“Dynamic Owl” or the “Company”) is a leading global Microsoft SharePoint and Microsoft 365 consultancy based in Vancouver, B.C. The company focuses on the intersection of best of breed technology, user experience and utilizes the Microsoft SharePoint and Office 365 platform to improve their customers’ work environment.
- Dynamic Owl’s flagship product, Bonzai Intranet, is a uniquely customizable “out of the box” intranet solution that provides organizations a custom look, feel and functionality at an affordable price point with rapid deployment. The Company’s competitive advantage is in the development of its intranet-in-a-box product, Bonzai Intranet. The Bonzai team is extraordinary in their skills, accolades, and ability to maximize utility on the Microsoft platform.
- After growing Dynamic Owl to 250,000 users across more than 60+ clients and 2 continents and winning many industry recognized awards, the four owners understood that they needed to find a strategic acquirer to take their flagship product, Bonzai, to the next level.

“We are very happy that we chose to use Renaissance M&A as our transaction advisors through the first sale we’ve ever done. They were knowledgeable, relatable and understood the objectives we set out to achieve and helped us get there. Renaissance provided sound advice in challenging moments, found creative ways to extract more value throughout the due diligence process which ultimately increased our proceeds and helped push a complex and challenging deal over the goal line.” – Founders of Dynamic Owl

Process & Challenges

- Renaissance completed its own internal diligence and preparation to get Dynamic Owl ready to go to market. A final targeted purchaser roster of over 150 potential purchasers was developed consisting of competitors, strategics, private equity, and family offices.
- Over 25 Confidential Information Memorandums were shared before narrowing the Purchaser down to one. The successful bidder was ESW Capital – a multi-hundred-million-dollar software conglomerate with robust experience within the SharePoint ecosystem.
- From signing the Letter of Intent to Close, due diligence took 46 days.

Challenges - some of the challenges overcome during the transaction included:

- Negotiating a negative working capital target.
- Intense and intrusive due diligence process with 40+ people from ESW working through integration.
- Change from an Asset to a Share sale seven (7) days prior to close.
- Due diligence and integration professionals stationed in over five (5) different time zones, domestic and abroad.

Outcome

- The four Principles were able to receive 100% of cash on closing with a bonus Earn-Out for an effective transition period in the sale of 100% of the equity of Dynamic Owl.
- With the exception of the first 90 days, none of the principles were required to remain with the company as employees.
- Narrow and specific non-competition agreements allowing the Principles to pursue other passions within the tech sector.

Deal Team

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Contact us to set up a confidential meeting to discuss your business.