

Guide to DealRoom

Learn how M&A lifecycle management software improves collaboration and responsiveness in your organization

ABOUT THIS GUIDE

M&A is perhaps the most complex, information-dense and unpredictable process within the corporate sector. M&A transactions begin with the promise of innovation and value creation by combining the strengths and cultures of two unique entities.

However, somewhere during the antiquated, avaricious M&A process, these initial goals are often lost. As M&A deals continue to grow in quantity and transaction size, DealRoom simplifies the process of data collection / storage, diligence requests, integration, and pipeline management. This guide was created to help teams learn how to utilize DealRoom in order to modernize and improve their M&A workflows.

WHAT DOES DEALROOM DO?

DealRoom aims to create a more collaborative, people-driven and equitable M&A process that focuses on the original vision of innovation. Over the years, our software has adapted and changed based on what you, our customers, need.

DealRoom's customers are able to:

- Easily collaborate with internal and external team members, as well as additional third parties
- Manage the entire M&A lifecycle on one centralized platform
- Share and store documents securely online
- Create and run detailed analytics reports



DealRoom combines the traditional, secure virtual data room with complex project management capabilities for M&A

WHY DEALROOM?

Gone are the days where M&A teams need to spend tens of thousands of dollars on a traditional VDR. While traditional VDRs were revolutionary when they first came out, they often leave users with process issues such as

- **Functional leads working in silos, lack of communication**
- **Difficulty managing cross-functional dependencies**
- **Information chasms between diligence and integration**
- **Disconnected tools, manually updating spreadsheets**

DealRoom combines the traditional, secure virtual data room with project management capabilities for professionals and teams completing complex finance transactions such as M&A. Our platform includes secure data storage, diligence management, pipeline management, integration management, as well as overall project management.

Our goal is to help teams create a better M&A process that emphasizes collaboration so that the initial vision of the deal, innovation and value-creation, can be successfully maintained and implemented.

DEALROOM'S BACKGROUND

Founded in Chicago, DealRoom was created by a former M&A advisor, Kison Patel, who saw industry-wide technological inadequacies that prohibited deal success. He wanted to fill the gaps within the financial technology industry with a client-oriented culture.

DealRoom was also developed with the help and guidance of future customers: Kison used Agile methods and created a customer feedback loop and conducted customer development interviews. He went to 30 - 40 potential customers and interviewed them to understand their pain points and greatest challenges. Using these interviews, we created mockups then went back to the customers for feedback. This gave DealRoom better focus and enabled a stronger software that really has the ability to transform the industry.

WHO USES DEALROOM?

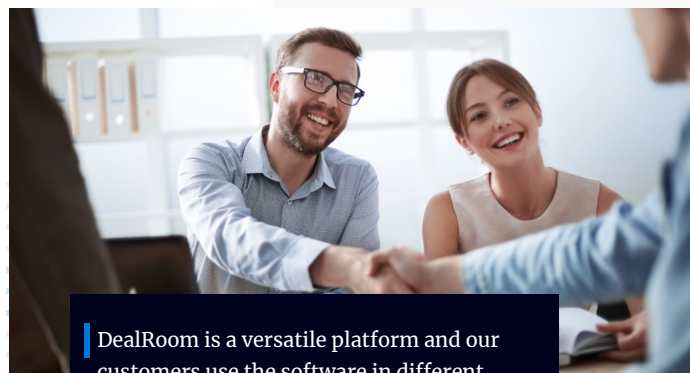
DealRoom is designed for anyone managing an M&A process such as investment banks, corporate development teams, private equity firms, M&A advisors and consultants.

The software can also be utilized by startups, investors, real estate professionals, lawyers, biotech and pharmaceutical firms, and more.

Our clients main pain point is an overall inefficient approach to complex financial transactions. DealRoom hopes to provide a more efficient means of collaborating, managing tasks, setting priorities and communicating with clients.

Top Reasons our customers choose DealRoom:

- To Improve Their Overall Processes
- Due Diligence Management
- Pipeline Management
- Price
- Secure Data Room
- Integration Management
- User Friendly Design
- Intuitive Capabilities



DealRoom is a versatile platform and our customers use the software in different ways based on their current needs.

HOW AND WHEN TO START USING DEALROOM

DealRoom can be used for a number of different M&A projects:

- Buy Side Process
- Sell Side Process
- Various Valuation Processes
- IPO
- Data Storaion
- Capital Raise

For most projects that are strictly M&A related, we recommend opening the room after the engagement letter is signed!

Due to the immense amount of project management capabilities that our software has, we always recommend users utilize DealRoom outside of just M&A projects. Teams can use the software for everyday project management.

For example: Individuals can create their own to-do lists within the platform or teams can create requests lists for one project. The platform can be altered to fit your team's workflows and needs.

The platform can also be used for:

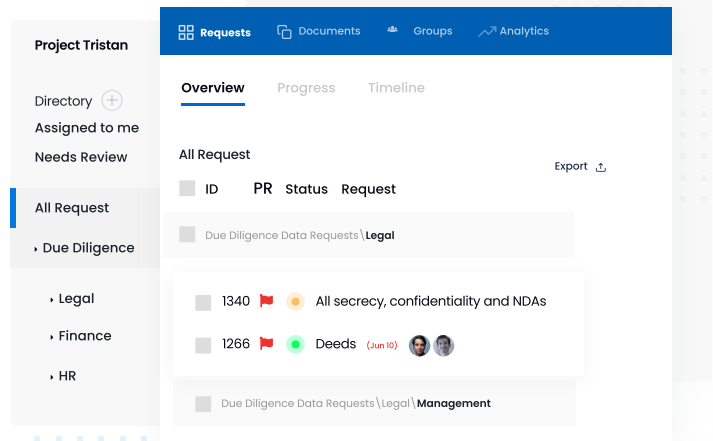
- Pipeline Management
- Integration Management
- Due Diligence
- Secure Document Storage and File Sharing
- Analytics and Reporting

If using DealRoom primarily for diligence management/VDR, we recommend opening a room right after signing an engagement letter, as opposed to waiting for buyer due diligence.

HOW TO SET UP DEALROOM REGARDING YOUR PROCESS

DealRoom can be used for a variety of processes such as due diligence, integration, or pipeline (see above). We also have a library of free templates available for each of these processes. Teams can simply download the checklists that they need from our website and import it into the room. Then their room will automatically be populated with a request list.

USING DEALROOM FOR A SELL SIDE PROCESS



When teams are working on a sell side process, they typically use a virtual data room, email, and Excel trackers to manage due diligence. This often creates inefficiencies such as duplicate requests, version control issues, and work silos.

For example, instead of passing an Excel tracker back and forth, buyers can be added as a list into a room and each buyer will have access to their request list. Diligence requests from every buyer can be accessed by the seller and be completed in the platform.

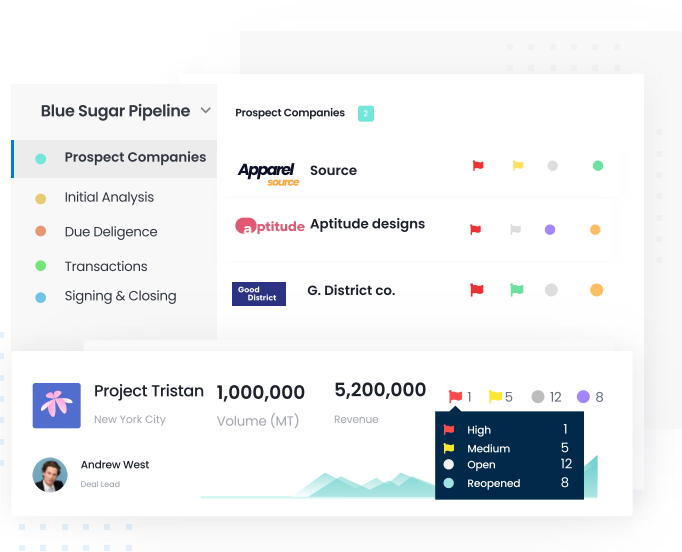


DealRoom allows teams to upload premade diligence templates into the room, which will automatically set up their own request list.

USING DEALROOM FOR A BUY SIDE PROCESS

Buy side teams are often managing multiple acquisitions at a time. DealRoom helps buy-side M&A, from deal sourcing, pipeline management, due diligence, and more, creating a strong and streamlined internal process.

For example, DealRoom's pipeline management features prevent buy side teams from having to use different VDR providers for each deal. Teams can simply switch between deals' rooms with the click of a button, or view the status of multiple deals simultaneously using the dashboard.



HOW TO UTILIZE TEMPLATES

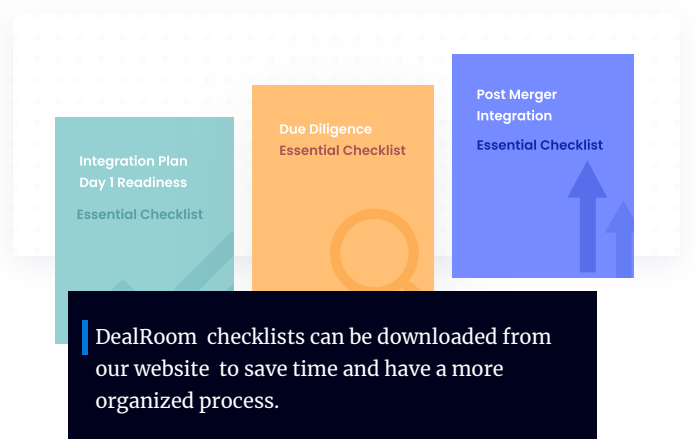
We have a [library of free, pre-made checklists and templates](#) to help teams quickly start planning and organizing transaction processes.

The checklists and templates cover a range of areas such as

- Due Diligence – technology, healthcare, manufacturing, consumer products, HR, IT, real estate, legal
- Integration – communications, corporate development teams, finance, IT, legal
- M&A CDA
- Clean Team Agreement
- Flow of Funds
- Form of LOI – equity acquisition, asset acquisition

We offer a free library of 25+ templates to jump-start your M&A processes. Choose from our pre-made checklists and templates to quickly start planning and organizing your transaction workflows. Our library ranges from due diligence, form of LOI, flows of funds, to integration and more. We also cover a wide variety of industries such as finance, HR, legal, IT, and real estate.

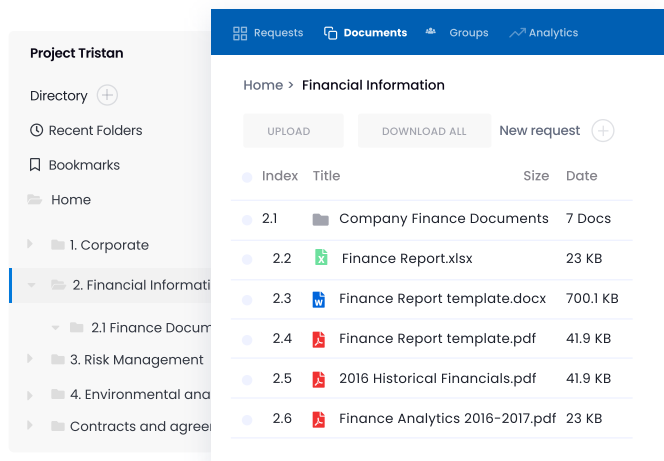
Each checklist can be downloaded from our website and uploaded into DealRoom. By using templates, teams save time and have a more organized process.



MORE THAN JUST SECURE DATA STORAGE

When traditional document storage software first came out, they were revolutionary. No longer did teams have to scan documents one-by-one in a physical data room to complete diligence. No more traveling to an office because confidential documents couldn't leave the property. The idea of "the cloud" was unique and convenient. VDRs were a game changer. But then, they too got left behind in the past. They created this inefficient mergers and acquisitions diligence process that included Excel trackers, long email threads, and various platforms for communication.

DealRoom wanted to capture the good qualities of an online data room, while also modernizing them and taking advantage of technology advances. That's why DealRoom is a project management platform, that also includes a virtual data room. This allows documents and files to be safely uploaded, stored, and shared, but also enables collaboration and unique capabilities that weren't previously available to deal teams. All the deal's management and data is centered in one database and updated in real time.



GETTING STARTED

Step 1 Contact a DealRoom representative

Contact us 24/7 via email, phone, or chat.

Step 2 Receive a live demo

One of our customer success managers will walk you through a live screen share demo.

Step 3 Sign up for a free trial of DealRoom's software

A customer success manager will help set up your trial room.

Step 4 Speak with a representative about DealRoom's various plans and solutions

Gain a customized quote that's right for your deal. Once a plan is selected, a customer success manager will train you and your team on how to use the software. Training can also be set up for your clients.

Please visit

<https://dealroom.net/contact-us>

