

# Market Solutions LLC

Management Consulting and  
M&A Advisory Services  
Since 1999



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# Introduction

Who We Are

What We Do

Our Founder

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# Introduction

## *Who We Are*



- Helping business owners navigate their most important business transitions since 1999
- Full-range of services for each business phase:
  - Start-up
  - Business development
  - Growth and scaling
  - M&A Advisory – merger, joint venture, acquisition, exit
- Proven expertise in:
  - Assessing and valuing opportunity
  - Connecting the dots
  - Telling the story
  - Negotiating and closing deals

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# Introduction

## ***What We Do***



### Strategic Advisory Services

- Business-strategy development and optimization
- Growth planning and execution support
- Operational-excellence consulting
- Market-expansion

### M&A Advisory Services

- Comprehensive representation
- Value enhancement
- Strategic structuring
- Transaction execution support

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# Introduction

## *Our Founder*



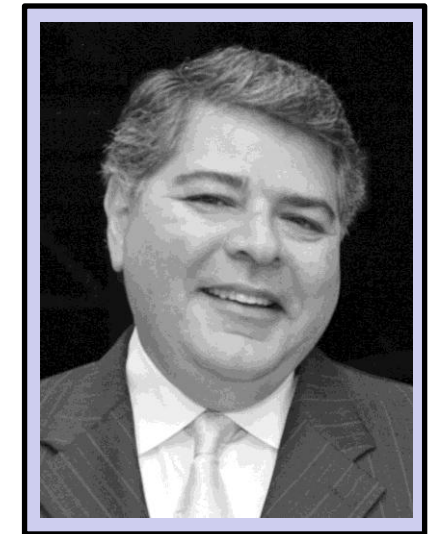
Lou Viveros is Managing Member of Market Solutions LLC, the advisory-services firm he founded in 1999. He is a dynamic strategist with a keen understanding of business ecosystems, an innate sense of matching value to opportunity, and an uncanny ability to get deals done by connecting the dots that others may not see.

He has represented and counseled leading global brands that include Atari, BlackBerry, Logitech, OtterBox, Sega and Sony, among many others.

Over his 40-year career, no matter the role or company, Lou has consistently demonstrated the ability to close deals, having overseen more than \$500 million in sales and transactions in more than 30 countries.

Since launching his first business at age 19, Lou has personally founded, built and sold numerous businesses, including the sale of his Latin America sales agency to publicly held Logitech, Inc., as well as the acquisition and subsequent sale of the eight-figure video-game business unit from \$70-billion Panasonic.

Apart from his personal acquisitions and exits, Lou has provided strategic consulting and M&A advisory services to clients in industries ranging from SaaS to SEO to data-storage to fast-food to trade-shows and beyond. For the past 4 years, Lou has represented Matt Diggity and the entire Diggity Marketing investment portfolio, successfully managing and closing multiple seven- and eight-figure transactions on both buy and sell sides.



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# Case Studies and Testimonials

Logitech

Panasonic

Authority Builders

CMSEO

What Our Clients Say

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# Select Case Studies:

## *Logitech*



- Background
  - Successful global consumer-electronics brand
  - Minimal presence in Latin America
  - Sought low-risk outsourced infrastructure for expansion into the region
  - Long-term desire to acquire full operation once fully operational
- Market Solutions Actions
  - Invested in deployment of local sales & marketing teams under agency structure
  - Coverage of 32 countries established through seven regional offices
  - Triple-digit revenue growth for four straight years
  - Packaged the entire organization and infrastructure into a transferable vehicle
- Results
  - Successful exit for Market Solutions from agency sale to Logitech
  - Successful acquisition for Logitech under a proven “rent-to-own” model
  - Latin America remains one of the most efficient sales regions in all of Logitech

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# Select Case Studies:

## *Panasonic*

The Panasonic logo, consisting of the word "Panasonic" in white sans-serif font on a blue rectangular background.

### Background

- \$70-billion consumer-electronics giant
- Eight-figure investment into video-game business to compete with Sony
- Core-business “hardware” mindset incompatible with “software” console business
- Business failure led to desire for complete exit from the video-game space

### Market Solutions Actions

- Secured investors and negotiated favorable asset purchase of key IP from Panasonic
- Implemented transition to software business and conversion of console assets to PC
- Leveraged substantial prior Panasonic investment into flagship gaming franchises

### Results

- Successful re-launch, with sequels of key franchises still selling today
- Asset sale of all IP to growing, large-capital competing software publisher

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# Select Case Studies:

## ***Authority Builders Co.***



### Background

- Top-tier SEO link-building vendor
- Eight-figure ARR and solid growth
- Owners had signed a broker agreement and buyer LOI that was not progressing
- Owners seeking a fresh start and new direction on the sale

### Market Solutions Actions

- Secured termination to both broker agreement and buyer LOI (without litigation!)
- Identified strategic target buyer directly, without broker, at an increased valuation
- Negotiated through numerous twists and turns that could have derailed the deal

### Results

- Successful exit for owners at TRIPLE the valuation of their original deal
- No broker fees increased owner net even more

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# Select Case Studies:

## ***Chiang Mai SEO Conference***



### Background

- Leading, globally recognized annual SEO conference
- Shows/conferences market consolidating into multi-event/location structure
- Owner did not want to add more shows or events
- Owner also wanted to stay connected to the event



### Market Solutions Actions

- Devised an innovative and creative JV structure with a worldwide events company that:
  - Maintained prior-owner involvement just in CMSEO event
  - Transferred prestige and customers of CMSEO to new owner for multiple events
  - Provided prior owner solid cash-out
  - Enabled new owners in with minimal cash-in



### Results

- Successful transition and record attendees at all worldwide events for new owner
- Successful liberation from the workload for prior owner, with continued equity and pride of ownership in local event

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# Client Testimonials

## *What Our Clients Say*



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“

...highly recommend the advisory services... an integral part of our team...wisdom and guidance on strategy, growth, M&A...

”

**Matt Diggity**

*Owner, Diggity Marketing*



“

...asks the hard questions... then you say “Oh Sh\*t I need to take action!”...very useful in our time of hypergrowth... would highly recommend...

”

**Fery Kaszoni**

*CEO, Search Intelligence Ltd*



“

...a great help in getting us through our deal...incredibly knowledgeable...truly an asset...a perfect source of advice and guidance...

”

**Peter King**

*President, Authority Builders*



“

... beyond just theory...real-world guidance to get my company's sales and GTM act together... helped me build a more valuable business....

”

**Ron Ricci**

*CEO, The Culture Platform, Inc.*



“

...a game changer for our business...saved us money, time and headaches...reliable and responsive...a great asset for any small business owner...

”

**James Smith**

*Founder, Epic Video*



“

... enabled us to rapidly grow our channel footprint internationally...strategic vision and insights...excellent leadership skills...

”

**David Leyman**

*VP Product Marketing, Logitech*



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## Next Steps & Contact

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# Next Steps



1. Initial consultation to understand your goals
2. Preliminary assessment of your business situation
3. Proposal of customized services and approach
4. Agreement on scope, timeline, and expected outcomes
5. Beginning of our partnership journey

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# Thank You!

For more information, contact:

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