

PROJECT NEPTUNE

From Burnout to Breakthrough: Inside Project Neptune's Strategic Exit with Revenue Rocket



This Managed Service Provider (MSP) just closed a sell-side transaction with the guidance of Revenue Rocket. Below is the story behind the deal—what motivated the founders, how the process unfolded, and the biggest takeaways for MSP owners who might be eyeing their own breakthrough moment.

Project Neptune at a Glance



2024 Revenue: \$2M



Adjusted EBITDA:
\$748K (≈ 37% margin)



Recurring Revenue: 70%



Headcount: 8 employees



Customer Focus:
Gaming, healthcare & hospitality



Tech: Infrastructure managed services, cloud, networking & security

Choosing the Right Co-Pilot.

Selling an MSP isn't just about the buyer; it's about a competitive process that preserves your leverage. Project Neptune's founders evaluated ~20 advisors, from generalist investment bankers to MSP-focused brokers. They quickly realized they needed a strategic co-pilot who could refine their story, surface the right buyers, and safeguard value through diligence. That search led them to Revenue Rocket.

"Revenue Rocket just knew the MSP space better than anyone else and came with the full team to handle diligence, marketing, and financial modeling," — Project Neptune Founder

The Inflection Point: When Growth Meets Burnout

For years Project Neptune's husband-and-wife founding team enjoyed steady 30% year-over-year growth and enviable profitability. But scaling further required fresh capital, deeper bench strength, and more hours than they could give. Rather than risk plateauing (or burning out), they opted to sell in to a larger platform while rolling a portion of equity forward.

Why it mattered: Staying on with the acquirer lets the founders keep steering the ship while de-risking personally and gaining the resources needed for the next growth curve.

Breaking Down the Go-to-Market Process.

Packaging the story – Revenue Rocket scrubbed the financials, crafted a compelling teaser & CIM, and aligned on the founders' "number."

<--- Creating the funnel

Driving competition – Multiple rounds of Q&A and management calls whittled the field to the best strategic, cultural, and financial fit.

Structuring the win-win – The chosen LOI blended a strong cash component with an equity roll and performance earn-out, maximizing up-front value and future upside.



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Deal Structure at a Glance.

With Revenue Rocket steering the deal, Neptune's founders parlayed their 70% MRR, < 3% churn, and Nevada-gaming niche into a front-loaded cash payout, a right-sized earn-out tied to realistic milestones, and a working-capital peg—terms benchmarked against recent MSP comps to protect downside while preserving upside.

Component	% of Total Consideration	Why it Matters
Cash at Close	Majority	"Chips off the table" security for the founders
Equity Roll	Meaningful minority	Aligns interests & shares in blended entity growth
Earn-Out	Performance-based	Rewards continued excellence & client retention

Ready to Explore your Options?

Whether you're years away or already fielding buyer calls, Revenue Rocket can help you understand valuation, prep the company, and run a competitive process. We've helped tech-enabled services firms grow, buy, and sell for 25 years. Schedule a confidential conversation today:

info@revenuerocket.com
revenuerocket.com/contact-us

Project Neptune Stands Out.

Revenue Rocket CEO Mike Harvath led a series of structured discovery sessions with the founders to surface and quantify Project Neptune's most compelling differentiators. Every claim was validated with supporting data, then woven straight into the Confidential Information Memorandum (CIM) and buyer-diligence Q&A. Key highlights included:



Audit-Ready Books. Monthly closes, GAAP true-ups, and service-line P&Ls let buyers vet margins in hours.



Predictable Cash Flow. ≈ 70 % MRR, < 3% churn, and 38-month contracts give clear revenue visibility.



Regulatory moat. Nevada Gaming license + HIPAA workflows are hard to replicate.



Deep Credentials. Cisco Premier, Fortinet NSE4, AWS Select drove casino and healthcare wins.



Lean 24/7 Delivery. Reno + Manila NOC cuts labor ~40 % while covering U.S. time zones.



Built-In Growth. signed SOWs with two new resorts set to add ≈ \$1M ARR within 12 months.

Considering a Sale?

"Don't take the first offer. Find good advisors, surround yourself with smart people, and listen to them."
 — Project Neptune founder

Know your "next chapter" goal.

Get your house in order first.

Run a process, not a popularity contest.

Stay focused on the business during diligence.

Structure matters as much as price.

Prepare your team and clients for transition.



Listen to our podcast on Project Neptune!