

# Referral Program

## Referral Program

Are you part of a network of savvy business owners and managers? Do you know of any companies that would be a great fit for our portfolio? Join our circle of success and earn big rewards for every successful introduction you make. Help us grow our impact, and grow your wealth in the process.

[Become a Partner](#)

[Review Agreement](#)

## Referral Program Process

Introduce us to your Network of Success and earn between 5'000 and 50'000 CHF with our Refer & Reward program!

Sign up as a Refer & Reward partner, identify potential companies, introduce them to us, and receive referral fees when a deal is closed. Our team will make the transaction process seamless.

### 1. Sign up and Review Program Terms

To get started, sign up as a referral partner on our website. During the onboarding process, you'll receive our referral agreement that outlines the referral process and the referral fees.

## 2. Identify Potential Companies

Once you've signed up, start thinking of companies that may be a good fit for our group. Before reaching out, we'll check to make sure we haven't already been in contact with the business.

## 3. Introduce Companies to Us

If we haven't already been in contact with the company, send us an email introducing the company's leadership to us. We'll take it from there and initiate a conversation with them to see if it's a good fit.

## 4. We'll Work the Deal

If it looks like a good opportunity, we'll dive into the conversation and work out a deal that's beneficial for everyone involved. Our team has the expertise and experience to make the transaction process seamless.

## 5. Receive Referral Fees

If we close a deal with the company, we'll notify you once the signatures are on paper. You'll receive your referral fee according to the terms of our agreement. Typically, our referral fees start at 5,000 CHF or more.\*

\*Referral Partner is entitled to an amount equal a percentage of the **upfront invested capital** for [successfully referred Opportunities of acquisition](#) targets that turn into closed deals. But minimum 5,000 CHF and maximum 50'000 CHF.

## FAQs

Have questions about our referral program and how you can earn big while introducing us to great businesses? Check out our FAQs to learn more!

# **1. What is your general approach to company valuations?**

[Our approach](#) depends on various factors such as company size, industry, metrics and market. We prioritize profitability and [cash flow](#), and typically use a multiple on net profit (after tax) as our starting point.

# **2. Are there any geographic restrictions on where companies are located?**

No, we do not have any geographic restrictions on where companies are located. While we have the most experience in Switzerland, Germany and Austria, [we are open to learning about](#) businesses regardless of where they are based.

# **3. Do you expect referral partners to do their own outbound prospecting?**

Our referral partners usually prospect within their own networks. However, if you wish to do outbound prospecting, please send us the company name and a brief description beforehand. Please also make it clear in your outreach that you are a referral partner of ours, and not an employee.

# **4. Do you invest in startups?**

While investing in startups is not our main focus, we occasionally make minority investments in companies that fall outside our sweet spot of profitable businesses with a compelling product market fit and historic growth. If you know of a company that you think we should consider, please reach out to us.

# **5. What is the workflow for understanding**

## **which companies your fund has not spoken to before?**

To ensure that we're not reaching out to the same companies multiple times, please [email](#) us the name of the company and any information you have in advance of contacting them. We'll confirm whether we've spoken to them before or not.

## **6. How is "Upfront Invested Capital" defined?**

"Upfront Invested Capital" refers to cash paid to the seller at the time of the transaction closing. It does not include earn outs or equity.

## **7. What is the typical referral fee percentage?**

Referral fees can vary based on several factors such as the size of the transaction and the relationship between the parties involved. Our referral fees usually start at 5,000 CHF up to a maximum of 50'000 CHF and are based on a percentage of the transaction value.

## **8. How long does it take to receive referral fees?**

Referral fees are paid out after the transaction has closed and the signatures are on paper. We'll be in touch with you once this happens and you'll receive your referral fee according to the terms of our agreement.

### **Earn**

**5'000 to 50'000 CHF**

by referring us a company.

[Review our referral agreement](#)

## Referral Program Application Form

Sign up as a Refer & Reward partner, identify potential companies, introduce them to us, and receive referral fees when a deal is closed.

Referral Partner Application Form

Newsletter

First Name

Last Name

Phone/Mobile

Street

Zip Code

City

Country

 ▼

I represent

- an individual Person  
 a Company

Company Name

My LinkedIn

Email

How I can help you as a referral partner

I confirm that I am not acting as an employee, associate, or

representative of 23.investments in any manner. I acknowledge that I do not possess the legal power to enter into binding agreements on behalf of 23.investments or its affiliates, and I will not falsely represent to any party that I hold such authority.

I consent to have this website store my submitted information so they can respond to my inquiry

Submit Form