



Changing the Business of Divorce

BACKGROUND

The Big Kaboom (www.thebigkaboom.com) was born out of the founder's own divorce experience. After the end of his 24-year marriage, the company's founder reflected on how going into and coming out of his divorce, he was clueless. It was frustrating and emotionally draining, but deep down he felt it didn't have to be that way. So, he turned to friends to see how they managed it. Much to his surprise just about all of his divorced friends, whether female or male, older or younger, had similar experiences. At this point, he knew there was an opportunity to change the divorce process for the better.

THE CHALLENGE: Turning Concept Into a Business

It was a great idea but there was a lot of work to do. The Big Kaboom, needed investment capital in order to become reality. But the capital needs were past the "friends and family" stage. The company needed accredited investor funds in order to initiate operations on the scale envisioned by the owner. A Private Placement Memorandum (PPM) was in order.

To author the PPM, the engagement focused on the following:

- ✦ Market research to size the divorce market
- ✦ Competitive analysis: direct and other services/alternatives competing for the same service dollars
- ✦ Determination of customer needs and the corresponding service offering
- ✦ Financial projects: profit and loss, balance sheet, cash flow and investor offer

THE SOLUTION: Private Placement Memorandum and Investment

Online and field research were conducted, which was complimented with interviews of family law attorneys and other service providers involved in the divorce process. In addition, several focus groups were conducted with divorced individuals and others in the divorce process. Besides becoming a partner in the business through a direct financial investment, Pigs on the Roof was able to accomplish the following:

- ✦ Compilation and analysis of service provider, individual and research data
- ✦ Size of the divorce market determined and validated
- ✦ PPM authored and distributed to prospective accredited investors
- ✦ Close to \$500,000 raised from investors
- ✦ Business launched

