

Our Manifesto Revealing How We Supported & Created 1bil+ In Value Via Rollups& Acquisitions (including a 204mil rollup within 2 years...)

[Let us install our 70+ pillars in your business.](#)

In this report, I want to share something new and powerful.

A system that we used to support, start, invest and create over \$1 billion in value through rollups, integrations and acquisitions, including a [\\$204 million rollup](#) that we supported.

With this system, we avoid common problems for business owners like:

- People issues: Constantly trying to find, train and keep good employees.
- Revenue challenges: Tight margins and inconsistent revenue growth.
- Lack of clarity: no systems & no metrics.No accountability.
- Burning out and wanting to quit or sell for a low price.

I've heard many founders say, "If my business is growing, why am I making less money?" or "No one on my team knows what's going on..."

These issues leave them trapped in the business with no family or overall free time, stuck in a cycle of growth and regression.

Our system breaks this cycle.

If you're a founder who wants to become a real CEO and work "on" your business instead of being trapped "in" it like in a regular pay job, then this is for you.

My goal for writing this report is simple...

I want to teach you about our 70+ Business Pillars, which were responsible for creating over \$1 billion in value.

We spent millions and used AI & research teams to analyze 1000s of these businesses in different sectors to learn what works and what doesn't

As we go through it, I hope you think and understand: "I need this in my business..." & I need help implementing them in the right order without making mistakes that could cost years of lost income.

About me (Moran Pober)



If it's the first time you hear about me, here's my bio:

I'm Moran Pober, an entrepreneur, advisor, investor, and founder who was involved in over \$1 billion in business startups, rollups & acquisitions.

I'm an Israeli-Cypriot entrepreneur who became a global citizen following one of my successful exits.

I am dedicated to creating a world where anyone with the drive and desire can fulfill their dream of entrepreneurship through rollups, integrations, and acquisitions.

With over 15 years of entrepreneurial experience, I have founded and acquired several companies, including a UK-based professional services firm, a US-based media, news, and entertainment company, and a Canadian-based digital solutions company, Talonx.

I served as a General Partner at WeKix Israel Venture Funds and acquired iTips Group. Under my holding group ABD Assets, I have invested in multiple ventures such as Israeli-T, TheAmazingP, and iPhotomojo. I have founded, advised, sold, or played an integral role in the exits or acquisitions of over 100 companies, such as Werribee Panels, Forward Freight Systems, Rittenhouse Book Distribution, S4Films, Community Home Services, and others.

I am now spending most of my time as the founder of Rollups.com, Acquisitions.com, and in my latest investment Luen.ai, an AI influencer company that has already worked with massive companies like Vodafone and various municipalities around the world.

I hope that my ventures will continue to support and help entrepreneurs achieve significant growth and success in their businesses.



Tom Wolvin

Horizon Services, HVAC Sector

"Implementing the Pillars has been a game-changer for us. We've streamlined our operations and seen a significant boost in revenue. Their expertise in rollups and acquisitions is unmatched!"

Our 70+ Business Pillars - enjoy!

Ok, let's get into it...

Here are the 72 pillars:

1. Your Vision
A clear vision guides your business's future direction. Have you defined where you want your business to go?
2. Mission
Your mission explains why your business exists. Do your employees know why they come to work every day?
3. Values
Core values shape your company culture and decision-making. Are your values reflected

in every aspect of your business?

4. Market Potential

Understanding market potential helps identify growth opportunities. Have you explored all the possibilities in your market?

5. Culture

A strong company culture attracts and retains talent. What are you doing to build and nurture your workplace culture?

6. Data

Data drives informed business decisions. Are you leveraging your data to its fullest potential?

7. Growth Plan

A strategic growth plan sets your business on the path to success. Do you have a roadmap for achieving your business goals?

8. Products

Your products are the core of your business. How are you ensuring your products meet market demands?

9. Competitors

Knowing your competitors helps you stay ahead. Have you analyzed your competition thoroughly?

10. Your MOAT or Uniqueness in the Market

Your unique selling proposition sets you apart. What makes your business stand out in the market?

11. Your Profits

Profits sustain your business and fuel growth. How are you maximizing your profitability?

12. Your Team

A skilled team is essential for success. Are you investing in the right people for your business?

13. Your IT Systems

Robust IT systems support your operations. How reliable and efficient are your current IT solutions?

14. Your Communication & Leadership Strategies

Effective communication and leadership inspire and align your team. Are your strategies

keeping everyone on the same page?

15. Org Chart

An organizational chart clarifies roles and responsibilities. Does everyone know their place and role within your business?

16. Professional Development

Continuous professional development keeps your team sharp. What opportunities are you providing for growth and learning?

17. Recruitment

Recruiting top talent is crucial for success. How are you attracting the best candidates to your team?

18. Area of Responsibilities

Clear areas of responsibility prevent confusion and overlap. Are roles and tasks clearly defined in your organization?

19. HR Processes for Recruiting

Efficient HR processes streamline recruiting. Are your HR practices bringing in the talent you need?

20. Educating Employees

Ongoing education boosts employee performance. How are you ensuring your team's skills are up-to-date?

21. Retaining Employees

Retention strategies keep valuable employees. What are you doing to keep your top performers from leaving?

22. Incentives for New Employees

Attractive incentives attract top talent. Are your incentive programs competitive enough?

23. Onboarding

Effective onboarding integrates new hires smoothly. How well are new employees adapting to your company?

24. Expansion Infrastructure

Expansion infrastructure supports business growth. Is your infrastructure ready for scaling up?

25. Technology

Advanced technology enhances business operations. Are you utilizing the latest

technology to stay competitive?

26. Processes & SOPs

Standard Operating Procedures ensure consistency. Do you have well-documented processes for your operations?

27. Other Systems and Automation

Automation increases efficiency and reduces errors. How automated are your business processes?

28. Accountability Structure

An accountability structure holds everyone responsible. How do you ensure accountability within your team?

29. Brand Strategy

A strong brand strategy builds recognition and loyalty. What is your plan for strengthening your brand?

30. KPIs Dashboard

A KPIs dashboard tracks performance metrics. Are you monitoring the key indicators that drive your business success?

31. Sales Process

A streamlined sales process boosts conversions. How efficient is your current sales process?

32. Marketing Strategy

An effective marketing strategy drives awareness and sales. What are your strategies for reaching and engaging your target market?

33. Operations Optimization

Optimized operations improve efficiency and reduce costs. How are you fine-tuning your operations for better performance?

34. Customer Satisfaction/Support

Exceptional customer support fosters loyalty. How satisfied are your customers with your service?

35. Financial Performance

Strong financial performance sustains your business. Are you tracking and improving your financial health?

36. Budgeting

Budgeting ensures financial discipline and planning. How well are you managing your

budgets?

37. Capital Allocation Strategy

Strategic capital allocation maximizes returns. How are you investing your resources for the best outcomes?

38. Investment Strategy

A sound investment strategy supports growth. What is your approach to investing in your business?

39. Inventory Turnover Strategy

Efficient inventory management boosts cash flow. How quickly are you turning over your inventory?

40. Tax Strategy

A tax strategy minimizes liabilities and maximizes savings. Are you optimizing your tax obligations?

41. Assets

Proper asset management ensures long-term value. How well are you managing your business assets?

42. Cash Flow

Positive cash flow keeps your business running smoothly. How healthy is your cash flow?

43. Cash Management

Effective cash management supports operations and growth. Are you making the most of your cash reserves?

44. Financial Acumen

Financial acumen is crucial for making informed decisions. Do you understand your financial metrics and what they mean?

45. Financial Health

Financial health ensures sustainability and growth. How robust is your business's financial position?

46. Diversification or Dependency Management

Diversification reduces risk from dependencies. Are you too reliant on one customer, employee, or supplier?

47. LTV & Recurring Revenue

Long-term value and recurring revenue drive stability. How are you increasing your

customer lifetime value?

48. Legal & Lawsuits Preparation

Legal preparedness minimizes risks and protects your business. Are you ready to handle potential legal challenges?

49. Internal Legal Team

An internal legal team provides dedicated support. Do you have the legal expertise you need in-house?

50. Investor Relations Unit

Investor relations maintain trust and support. How are you managing your relationship with investors?

51. Internal Audit Unit

An internal audit unit ensures compliance and efficiency. Are your internal processes regularly reviewed and improved?

52. Audit Committee

An audit committee oversees financial reporting and controls. How effective is your audit committee?

53. By-laws Formulation

By-laws provide governance structure and rules. Are your company by-laws up-to-date and comprehensive?

54. Employee Development

Ongoing employee development enhances skills and performance. What programs do you have for employee growth?

55. Benefit Programs

Competitive benefit programs attract and retain talent. Are your benefit offerings appealing to your employees?

56. Internal Controls

Internal controls prevent fraud and ensure accuracy. How robust are your internal control mechanisms?

57. Governance

Good governance ensures ethical and effective management. What governance practices do you have in place?

58. Risk Management

Risk management identifies and mitigates potential issues. How prepared are you to

handle business risks?

59. Corporate Social Responsibility (CSR)

CSR initiatives enhance reputation and community impact. What are you doing to contribute positively to society?

60. Innovation Management

Innovation drives growth and competitiveness. How are you fostering innovation within your business?

61. Customer Feedback Loop

A feedback loop improves products and services. Are you listening to and acting on customer feedback?

62. Supply Chain Management

Efficient supply chain management ensures timely delivery. How well are you managing your supply chain?

63. Vendor Relationships

Strong vendor relationships support reliable operations. Are your vendor partnerships working effectively?

64. Pricing Strategy

A strategic pricing approach maximizes profits and market share. How are you setting and adjusting your prices?

65. Digital Transformation

Digital transformation enhances efficiency and competitiveness. How are you integrating digital technologies?

66. Customer Segmentation

Customer segmentation targets the right markets. Do you understand your different customer groups?

67. Market Research & Analysis

Market research informs strategic decisions. How thoroughly are you researching and analyzing your market?

68. Brand Loyalty Programs

Loyalty programs retain customers and boost sales. What are you doing to encourage repeat business?

69. Product Lifecycle Management

Managing product lifecycles maximizes value. How are you handling the different stages

of your product's lifecycle?

70. Sales Training

Sales training improves performance and results. What training do you provide to your sales team?

71. Crisis Management Plan

A crisis management plan prepares you for emergencies. Are you ready to handle unexpected crises?

72. Business Continuity Planning

A solid exit strategy ensures a smooth transition when it's time to move on. Have you prepared your business for a successful exit?

While our 72 Business Pillars are great, many people don't know about them or even realize they're unaware of them.

When they do become aware, they often try to do too many things at once, which leads to feeling overwhelmed without being more successful.

If a company focuses on just a few important things, it can miss many others and still achieve bigger goals.

What looks like speed from the outside isn't about doing a lot of activities. It's about making the right strategic choices and making fewer mistakes.

This is why we focus so much on identifying the biggest obstacles to scale companies.

Many businesses stay busy but don't grow because they're solving the wrong problems.

When you eliminate wasted effort and only focus on the highest-leverage opportunities, you start to see real growth.

It's not about doing hundred things at once

It's about finding the biggest obstacles, fixing them, and moving forward to the next.

If learning about the 72+ pillars is interesting to you and identifying and fixing the biggest obstacles in your business interests you, that's what we help you do in our new Scale Or Sell group

Keep reading to find out more...



David Kosciusko

ibuy4resale, Ecom

"Learned a Lot of things from the Program about structuring a company vision and managing people that helped us grow 30% in a few months!"

Our New Experiment And Your Next Steps

I decided to do a new business experiment.

Why is it that every time a client works with a consulting company, they're the one who has to take the risk paying upfront?

If the consulting service/program is as good as the consultant says, why don't they take the risk?

I don't mind doing it because our real money comes from investing in and partnering with companies on rollups.

Plus, I know our 70+ Business Pillars system has created 1bil+ in value via Rollups& Acquisitions (including a 204mil rollup within 2 years...) — and I know I can help you do the same, you just need to trust me somehow first...

So, here's the deal:

1. I'm going to work with 20 business owners doing \$1m/year (or more) for 1 month for free.
2. I'm going to help them add additional revenue & profits so they can see how well our stuff works.

3. Once they win, they use some of that extra money to keep working with us in our new Scale Or Sell program for the rest of the year.

4. After working together for at least a year, we may offer to invest or partner with your business on a roll-up, aiming for \$100M+ in revenue.

This will be great for you. Time will tell if it will be great for us.

So we're going to try it. Once.

Here's how the experiment will work...

You get full access to our new Scale Or Sell group for free for one month: all of our training, all of my executives, and our entire new community. (Till now we only opened this training for our partners)

Step 1: We'll start by having you fill out a form so we can capture your "before" data to benchmark against.

Next, we'll kick off a 1:1 Gameplan to get clear on your 12-month goals, and then decide on the most important quick-win strategies for your first 30 days.

We've developed multiple playbooks that reliably produce results fast.

We'll decide which one is the best fit for you and where you're at right now and get you winning fast.

(Please note we won't be getting too strategic here. Our focus in the first two months will be purely tactical. We can get strategic after we've put enough money in your bank account that staying with us long term is a no brainer.)

Step 3. Once we've decided on your projects, we'll give you the exact playbook to execute so implementing it is a breeze.

Step 4. We work with you every single week to tweak, refine, and customize your plan and give you the exact next steps to keep you moving forward.

Along the way, we'll get you to track your progress so we can celebrate when you receive at least a \$5k/mo value marker — or we'll refine your strategy as needed to get you there.

Which will be much more than it costs to work with us inside Scale Or Sell. (\$2500/month or 20k/year)

During those first 30 days, if for some reason you don't feel like you get at least 5k/mo in value, I'll take full responsibility, tear up our agreement, and point you in the direction of someone who I think will be a better fit.

If you do hit it and get the value, then you continue to work with us for the rest of the year so we can help you grow your business by at least 30-40%.

We start with our 70+ pillars to build solid foundations we can build on later on with acquisitions.

Does that sound fair enough?

In case you're wondering, here's what Scale Or Sell looks like after your one month:

1. We'll start by taking you through our evaluation & diagnostic process for identifying the biggest strategic constraint in your business right now.

We'll select the exact system you need to install right now and map out your 4-Week Gameplan, so you don't waste any time floundering around, focused on the wrong thing.

2. Then every quarter during the year, we get together to repeat the process: identify your current constraint, select the next system to install and map out your gameplan, so you continue to build momentum.

3. While you're implementing, you'll have personal guidance from me and my executive team every week.

4. We have weekly workshops, skill sessions, masterminds and hotseats so you'll have the latest strategies, tactics and tools.

5. You'll get ongoing input on your biggest challenges and opportunities. You'll also have me in the group guiding your strategy, and smart, knowledgeable eyes critiquing your business and keeping you accountable.

6. Scale Or Sell members will be handpicked and by invitation only. Every person will be ambitious and generous; running a business business that is growing fast. No douchebags allowed. (We view each of you as a potential Rollup partner in the future)

7. You have a tight community for immediate access to me, my team and other Scale Or Sell members sharing what's working right now. High level people, and high level conversations.

8. As this experiment will demonstrate: it easily pays for itself and I hope it'll create good will in a market that always asks first vs give.

That means that we won't ask for payments for 1 month...and then it'll be 12 payments of \$2500 or \$20k paid upfront for the year.

Why are we doing this?

To understand why we're doing this you need to know this...

The simplest way to build and grow a net worth of 8 & 9 figures is through roll-ups.

Big institutions often keep this method secret.

Here's how it works:

A roll-up involves buying & integrating several businesses of the same type and combining them into one main entity.

Why is this a great way to build wealth?

Here are three reasons:

1. Better Valuation

Larger combined businesses are valued higher.

Buying one business might cost 3 times its profit, but buying five similar businesses could be worth 5 or 10 times their profits because bigger businesses are seen as less risky for the next buyer or investors.

2. Financing Advantages

Roll-ups can use the revenue of the combined businesses to finance new acquisitions and therefore get better credit terms, which is a big competitive edge when you're looking to grow fast.

3. Operational Efficiency

Unlike holding companies (e.g - Warren Buffet and Berkshire) that invest in various industries, roll-ups focus on one industry. This focus leads to greater efficiency and higher profits.

However, roll-ups come with challenges...

Managing multiple businesses and teams is hard, so successful roll-ups need excellent operational and managerial fundamentals and skillset, which is why we decided to help business owners to build that skill first with our Scale Or Sell process before we offer them to partner.

Since I'm the one taking all the risk, I do have some conditions.

Because I'm running it as an experiment, it's important that everyone in the group meets certain criteria.

So if you...

1. Are a business owner, doing over \$1 million a year
2. Are willing to show up once per week to report on your progress and get clear on your next steps.
5. Have 2-3 hours per week free to work on execution.
4. Are friendly and coachable.
5. You won't get distracted by my weird accent.

...then you'll be the perfect fit.

If you think you might like to join us, [tell me a little about you and your business here](#), and we'll be selecting the best businesses from the applications this week...

Moran - Founder of Acquisitions.com & Rollups.com

P.S. If you're selected, you'll also get a 1on1 call with me to help you find the bottleneck in your business and plan your next 30 days + me pushing you via Whatsapp every week to make sure you implement what we agreed on

I only want to work with a handful of people who can implement, test and report back on the results.

I really want to create some great case-studies from this, so I'll be spending one on one time with you to make sure it works.