

Everyone wants to own a startup. The rich quietly buy laundromats.

SWIPE →

"Boring" is the most underpriced word in business.

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Plumbers. Electricians. Cleaning crews.

Recession-proof. Cash-rich. And nobody is fighting you to buy them.

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The sexy startup: 9 in 10 die.

The boring business: real revenue on day one. Pick your odds.

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So what's the catch?

Most are run on gut, sticky notes, and the owner's memory. That's not a flaw — that's the opportunity.

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Fix 3 things and the same boring business doubles in value:

Know your numbers. Systemise the owner out. Build one pipeline that doesn't rely on luck.

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skilled staff on-site, across borders — from a founder who did everything, in months, not years. One family-run contractor. One transformation.

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Own something "boring" and real?

That's our favourite kind of business.

DM "MAKEOVER"