Benchmark DT Oxford
One New Bailey
Salford, Greater Manchester M3 5JL
+44 (0) 1865 410 050

Buyer Profile

Legal Name	Forme Space Group Ltd
About	I hope you're doing well. My name is Joe Goodman, and together with my business partner Dan Campion, we're actively seeking to acquire and grow established businesses that align with our expertise, values, and vision for long-term success. Our Background & Expertise Born into a construction and sports-oriented family, I've built a diverse career spanning professional rugby, elite sports coaching, education, and entrepreneurship. Starting my first business from scratch—with little more than a bag of rugby balls and a unique value proposition—I scaled it into a six-figure franchise within four years. Later, I led one of the UK's largest university performance programs while consulting for professional sports academies, honing skills in leadership, operational strategy, and high-performance team building. Now, as a director at Forme Space Group, I've transitioned into property development and acquisitions, applying the same principles of disciplined growth and creative problem-solving. My wife, an award-winning business owner, and our family's groundworks and recycling business in Bristol further reinforce our deep-rooted entrepreneurial mindset. Dan Campion, my business partner, is a civil engineer and founding director of Champion Build, a £10M+ turnover construction firm specializing in high-end residential and commercial developments. With experience delivering 400+ units annually and managing multi-million-pound projects, Dan brings unparalleled expertise in construction, project finance, and scalable operations. A pragmatic leader, he shares my commitment to excellence, people-first leadership, and strategic growth.
Acquisition Experience	Yes
Financial Summary	Our Acquisition & Financing Capabilities To ensure seamless transactions and growth funding, we're supported by Acquisition Assist, a boutique investment banking firm founded by Martin Godfrey Legido (LLB FCCA), a former PwC Corporate Finance executive with deep experience structuring deals for clients like Morgan Stanley, IBM, and Unilever. Their team includes: • Nikolas Sifonios (Ex-JP Morgan, Barclays Capital): Specializes in SME financing, angel/VC networks, and tech startups. • Ian Hunter (Ex-Brewin Dolphin): Connects clients with private equity and family offices across 50+ countries. • John Offord (Ex-Lloyds Commercial Finance): Expert in asset-based lending and cash flow financing. Acquisition Assist rigorously vets our financial capacity and ensures we're matched with the right opportunities. They've secured funding for deals ranging from micro-cap businesses to multi-million-pound acquisitions—giving us the flexibility to move quickly and decisively. What We're Looking For We're interested in acquiring businesses that: • Have a proven track record (e.g., 5+ years of stable revenue, ideally with 30%+ net margins). • Operate in sectors adjacent to our skills—property, leisure, health, eCommerce, or creative industries—but we remain sector-agnostic for the right opportunity. • Feature strong recurring revenue models, loyal customer bases (like your impressive AOV of £203), or untapped scalability. • Have management teams open to retention or growth partnerships (we prefer to incentivize and promote from within). How We Add Value • Hands-on leadership: We're operators, not passive investors, and will work closely with teams to refine strategy, operations, and growth. • Capital & connections: Leveraging Dan's construction expertise, my performance-driven mindset, and our network of investors (including Acquisition Assist, our M&A advisory team with ex-PwC, JP Morgan, and Barclays Capital specialists). • Creative synergy: My background in art/design and Dan's engineering rigor allow us to blend innovation with

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	execution. Next Steps If you're considering an exit or seeking a growth partner, we'd love to explore how our resources and experience could help elevate your business. Acquisition Assist (details below) can verify our funding capacity and process. We're happy to travel to meet in person and discuss further. Please let us know a convenient time to connect. Kind regards, Joe Goodman Director | Forme Space Group M: 07789378803 | Email: JGoodman@Formespacegroup.com
Acquisition Strategy & Practices	Rollup and bolt on to current business
Reason for Interest	Property development bolt on.

I have reviewed the non-disclosure agreement executed by Forme Space Group Ltd and approve sending my confidential information memorandum to this prospective acquirer.

Name: Umang Gandecha
On behalf of Londonist DMC Ltd

Signed: Umang Gandecha

Date: 12/05/2025