

# Verdier & Co.'s EMI Service: Redefining competitive edge in the M&A market

*As a London-based independent corporate finance advisory firm, Verdier & Co. assists corporates and private equity firms in acquiring businesses across Europe. Their Extensive Mapping Intelligence (EMI) service, designed specifically for the early stages of M&A, combines tech-driven methodologies with the insights of investment banking to unearth high-value acquisition targets aligned with client needs.*

Temps de lecture : minute

---

30 January 2025

## Strategic and tailored market mapping with EMI

Verdier & Co.'s EMI service provides a structured process for mapping market opportunities, leveraging advanced AI and machine learning to offer real-time data updates on acquisition targets across various sectors and regions. With access to top-tier resources, EMI gives clients a competitive edge in identifying hard-to-find assets that might otherwise go unnoticed.

## EMI's methodology: A Three-Step approach to precision

To deliver a highly tailored experience, Verdier & Co. employs a client-centered, three-step methodology:

1. Define Criteria: Verdier & Co. collaborates with the client to establish specific criteria, setting the foundation for identifying and prioritising potential acquisition targets that align closely with the client's strategic objectives.
2. Structured Framework Development: A customised framework is developed for iterative reviews, allowing clients to actively participate and evaluate findings throughout the project. This process keeps insights closely aligned with the client's evolving needs.
3. Customizable Deliverables: Clients can select from a range of output options, from detailed spreadsheets with hundreds of KPIs to tailored reports featuring company profiles, key insights, and executive summary findings. This flexibility in deliverables empowers clients with precise, data-driven insights for making informed decisions.

## Optional Outreach Process: Transitioning from identification to engagement

To further support clients beyond identification, Verdier & Co. offers an optional outreach phase. This service includes strategic outreach to key stakeholders, facilitating preliminary conversations, direct dialogue, and providing support in positioning and early engagement tactics. This proactive outreach process aids clients in establishing valuable connections and exploring acquisition potential directly with identified targets.

## Use cases for Private Equity firms

EMI supports private equity firms with several tailored applications. Some potential use cases include:

- Industry Mapping and Investment Thesis Validation: Map out a select industry or vertical to identify platform investments, validate the

investment thesis, and pinpoint potential leaders as ideal acquisition platforms.

- Buy-and-Build Strategy Acceleration: Identify a curated list of add-on acquisition targets for a portfolio company, accelerating buy-and-build strategies and uncovering unique bilateral opportunities.
- Due Diligence Support: Deliver actionable insights on acquisition targets to enhance the development of an equity story or investment thesis, strengthening the due diligence process with in-depth industry perspectives.

## Use cases for corporates

For corporate clients, Verdier & Co. functions as an M&A partner, creating a comprehensive acquisition pipeline that helps facilitate inorganic growth initiatives, strengthening clients' competitive positioning in the market.

## Results and Impact: Key metrics reflecting EMI's success

Verdier & Co.'s EMI service has demonstrated measurable success across numerous industries, as reflected in the following metrics:

- Project Delivery: Over 15 projects have been successfully delivered to more than 10 clients within the past 18 months, encompassing both corporate and private equity firms.
- Client Retention: 86% of clients return for further assignments, indicating strong satisfaction and trust in EMI's services.
- Global Analysis: EMI has analysed over 10,000 companies worldwide, leading to 23 active acquisition opportunities, with 60% of M&A transactions initiated directly through EMI mandates.


# A client's perspective on EMI's value

Raphael Fainac, Chief Transformation Officer at Apleona, shared his positive experience with Verdier & Co. on a recent acquisition project:

“The Verdier & Co. team have been excellent in unearthing JCW, designing and leading an efficient bilateral process. My colleagues and I again appreciated their hands-on approach, industry expertise, value-accretive advice, and friendly support at every stage of executing this exciting acquisition. This was our third successful transaction together in just 11 months!”

## The future of M&A with EMI

In an increasingly competitive M&A landscape, *Verdier & Co.'s EMI service* is reshaping advisory services with a data-rich, client-focused approach that empowers clients to uncover high-value acquisition opportunities. By combining technology with personalised client interaction, Verdier & Co. is making a meaningful difference, setting new standards in today's competitive market.



**UNIQUE ACQUISITION TARGET MAPPING**

***E.M.I. by Verdier & Co.***

“Extensive Mapping Intelligence” offering: methodology and output

 **Verdier & Co.**  
CORPORATE ADVISORS  
EXCELLENCE PERSEVERANCE RESULTS<sup>SM</sup>

 Certified  
**B**  
Corporation

[Learn more](#)



## MADDYNEWS UK

The newsletter you need for all the latest from the startup ecosystem

[SIGN UP](#)

---

Article by Jean-Philippe Verdier