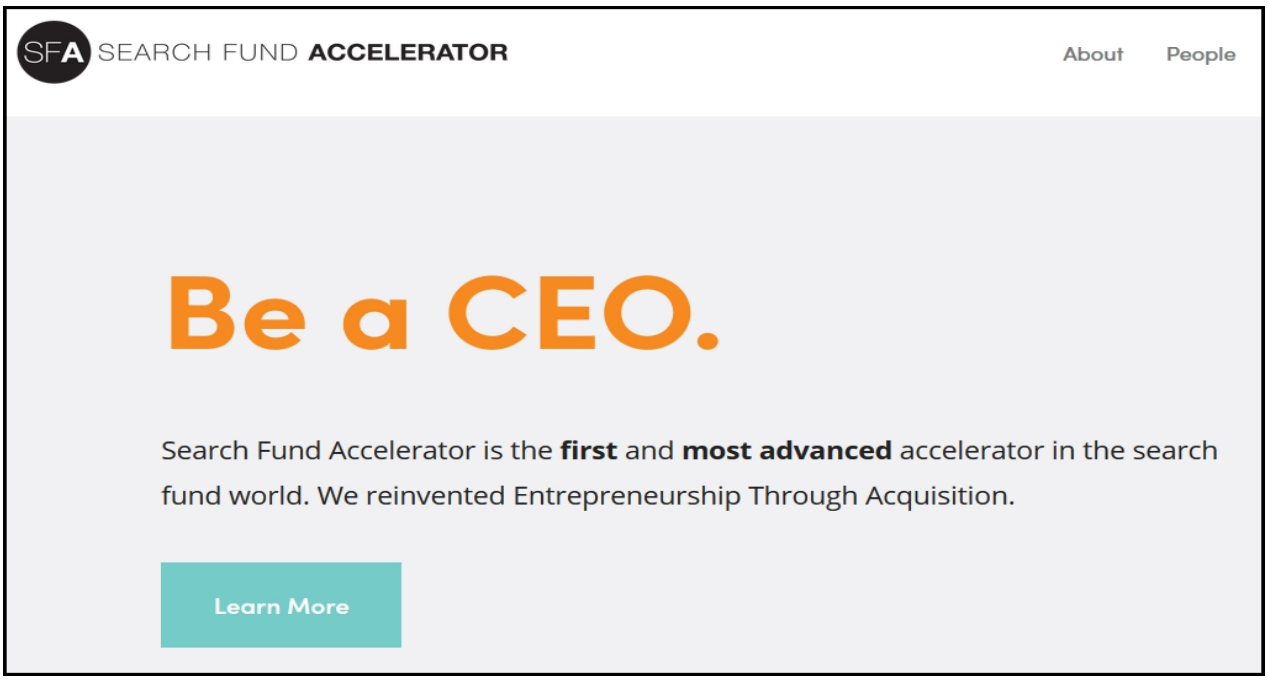

Search Fund Accelerator Announces Redesigned Website

July 17, 2019

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(Boston, Massachusetts, July 17, 2019) Search Fund Accelerator (SFA), a highly specialized search fund coaching organization that mentors aspiring CEOs, today announced its redesigned company website (https://www.searchfundaccelerator.com/) that showcases their personalized support program in-depth, illustrating how it differs from the traditional search route.

The website talks extensively about what it calls "The SFA Advantage" and what a qualified searcher can expect from the company and walks potential applicants through what they can expect of SFA?s innovative coaching/mentor program each step of the way to business ownership.

The enhanced website also features a breadth of articles?some authored by the company's founder, Timothy Bovard?that serve as valuable resources for anyone considering a CEO and entrepreneurial career while also reporting on the latest industry trends. Some of the topics covered include business buying advice, alternatives to private equity funds, and the case against partnered searches.

Other updates to SFA's website include success stories of searchers who were accepted into cohorts, completed the company's coaching/mentoring program, and are now CEOs of their own businesses. The site upgrade also now includes profiles of the company's team members, and a FAQ section.

This is the first time since the company's inception in 2015 that the website has undergone a redesign. These content upgrades also translate into improved SEO, as the website now includes more relevant keywords to help improve their rankings in search results. With these enhancements, SFA is posed to better attract and connect with its target audience of ambitious business students and professionals who aspire to become CEOs and are interested in learning more about becoming a searcher.

Solo searchers may also apply for an open cohort directly through the website.

About Timothy Bovard

Timothy Bovard is the Founder and CEO of Boston-based Search Fund Accelerator (SFA), a highly innovative accelerator and investment fund aimed at helping entrepreneurs find, buy and manage companies. Each year, SFA brings in a select cohort of searchers and provides them with all the training, coaching and support needed to successfully find and acquire a company to run, while providing all the equity funding needed to make the acquisition.

Bovard was an Adjunct Professor of Entrepreneurship at INSEAD since 2003. He taught the popular MBA elective ?Realizing Entrepreneurial Potential? focusing on Entrepreneurship through Acquisition: how to search for and acquire a company to manage as CEO. Along with former Professor Patrick Turner, he is the co-creator of Your First Hundred Days, a unique learning experience that plunges students into managing a company they acquire. He has written numerous cases on Entrepreneurship through Acquisition. He has also taught at Columbia Business School, guest lectured at numerous other business schools, and he is a frequent speaker and panelist at conferences on entrepreneurial acquisitions and the search process.

About Search Fund Accelerator

SFA is the first highly specialized coaching organization in the search fund world. Since its inception in 2015, SFA has built a proven model by focusing exclusively on the success of its searchers and CEOs.

SFA works with a select group of entrepreneurs to help each of them find and acquire an excellent company and manage it successfully as an equity-owning CEO. Their team of dedicated professionals provides

personalized coaching and support to SFA?s searchers and CEOs from the beginning of their search and throughout their tenure as CEO of the company they acquire.

SFA was created to minimize the risks searchers face while dramatically increasing the likelihood and magnitude of their success.

For more information about SFA, contact them at (617) 658-3677 or search@searchfundaccelerator.com.

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