

COURSE & INSTRUCTOR OVERVIEW

Buy a Business, Not a Startup — A 6-Week Buyer's Blueprint for Acquiring Smart.

Entrepreneurship Through Acquisition (ETA) is the proven alternative to starting from scratch: buy an existing business and run it. ETAEDU is the buyer's operating manual for the silver tsunami — every term, tool, and structure needed to transact with confidence, from first search to first 90 days. **Pre-recorded and self-paced, with weekly live Hot Seat coaching.**

HOW IT WORKS

Self-Paced PRE-RECORDED Full 6-week curriculum on demand — watch, rewind, revisit anytime.	Weekly HOT SEAT COACHING Bring your live deal to the group and get coached in real time.	\$350M+ DEALS BEHIND IT Curriculum rooted in real, closed acquisitions — not theory.	5,000+ BUYERS COACHED Battle-tested by thousands of aspiring owners before you.
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THE CURRICULUM — 6 WEEKS

WEEK 01 MONEY & TEAM ETA fundamentals, SBA 7(a) lending, DSCR, cash flow, and search funds.	WEEK 02 FIND & VALUE DEALS SDE, EBITDA, working capital, enterprise value, multiples, quality of earnings.	WEEK 03 FINANCING YOUR DEAL Seller financing, earnouts, and holdbacks — structuring deals that close.
WEEK 04 DUE DILIGENCE Verifying the business and validating true earnings power before you commit.	WEEK 05 GET TO SIGNED LOIs, APAs and SPAs, reps & warranties, indemnification, non-competes.	WEEK 06 CLOSE & 90 DAYS Closing, seller transition, platform companies, and roll-up growth plays.

WHAT YOU LEAVE WITH

SPEAK THE LANGUAGE Acquisition fluency in SDE, EBITDA, DSCR, working capital, multiples, and QoE.	FINANCE ANY STRUCTURE Deal architecture across SBA 7(a), seller financing, earnouts, and holdbacks.	EXECUTE LOI TO CLOSE Legal & diligence discipline — LOIs, APAs, reps & warranties, indemnification.	GROW WHAT YOU BUY Ownership playbook for the first 90 days, transition, platform, and roll-up plays.
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YOUR INSTRUCTOR

 Erika Baez-Grimes CERTIFIED M&A PROFESSIONAL · ACQUIRER COACH	COACH & CURRICULUM LEAD Built by an operator who has closed the deals — not just taught them. 7-Year M&A Advisor & Coach — seven years advising buyers, sellers, and intermediaries through live transactions across the ETA market. Coached 5,000+ Buyers on Acquiring Smart — trained thousands of aspiring acquirers on buying the right business, the right way. Partner-Branded \$350M+ in Deals — helped partner brands transact more than \$350M in acquisition deal value across the ETA pipeline. Founder, Acquirer Coach — built ETAEDU so first-time owners stop learning the hard way and start learning the right way. Powered by The Silver Tsunami Group — educating the next wave of owners through the coming wave of business succession.
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PRE-RECORDED	SELF-PACED	WEEKLY HOT SEAT COACHING
ENROLL TODAY Start your acquisition journey at ETAEDU.io Questions? coach@etaedu.io		USE CODE ETAEDU FOR YOUR DISCOUNT