

SUCCESSOR.PRO — WHAT IT IS, IN ONE PAGE FOR ADVISERS

What it is	An AI-coached exit-readiness platform for small-business owners. The owner subscribes directly; the platform coaches them through documenting processes, reducing owner-dependency, and continuity basics, producing a dependency map, process documentation, a continuity pack, and a Professional Handoff Brief for their advisers.
What it never does	No financial, legal, tax, valuation, or investment advice — the boundary is enforced in the product's design; boundary questions are routed to the appropriate professional, by name.
Business model	Owner-paid subscription. No referral fees are paid to anyone. Adviser codes give the client a discount; advisers receive no compensation.
Data	Stored in a secured cloud database isolated per account; sub-processors listed publicly; not used to train AI models under provider terms; never sold or shared; deletion on request. Full plain-English note: successor.pro/privacy .
Company	Founded by Matt Hamilton (engineer; career in large-project delivery), operating in the US and Canada. Young company, single founder, presented as such.
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Successor.pro coaches owners through exit preparation. We never provide financial, legal, tax, or valuation advice.