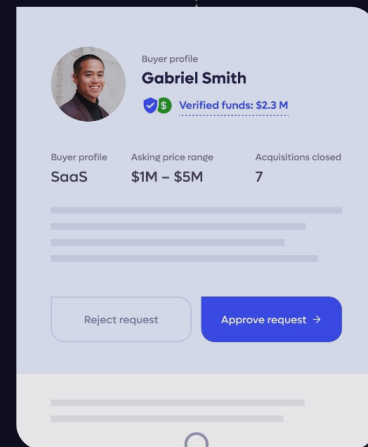
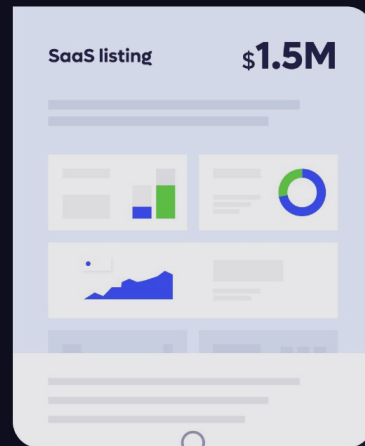


SAAS EXITS IN THE NEW AI ERA

WEBINAR – APRIL 2026
HOSTED BY ANDREW GAZDECKI
& DAVID MORTON



Andrew Gazdecki

FOUNDER & CEO · ACQUIRE.COM

Serial entrepreneur and founder.

Built and sold multiple companies before building Acquire.com — the largest marketplace for bootstrapped SaaS.

Has facilitated over \$1B+ in acquisitions and seen every deal type, every founder mistake, and every outcome.



David Morton

VP OF ENGINEERING · ACQUIRE.COM

David is a seasoned engineering leader with 25+ years of experience building and scaling startups from early-stage inception through acquisition.

As VP of Engineering at Acquire.com, he joined as an early team member and has helped scale the platform from tens of thousands to nearly a million users while supporting rapid revenue growth.



Agenda Today

1

The AI Disruption Map

Which Side of the Line Are You On?

2

The 3 Defensible Moats in the AI Era

Who's buying SaaS in the AI era ·

3

Your 3 Paths Forward

Sell, scale, or pivot — pick wisely ·

4

Selling Fast vs. Dying on the Vine

Real multiples, real deal trends ·

5

Founder Spotlight

A real exit story from the disruption era ·

6

Live Q&A

Ask us anything — we mean it · 10 min

Who Is Acquire.com?

THE #1 STARTUP ACQUISITION MARKETPLACE

\$1B+

in deals facilitated

500K+

vetted buyers & investors

#1

SaaS marketplace globally

60 days

avg time to close

We match SaaS founders with strategic acquirers, PE firms, and individual operators — quietly, efficiently, and at real valuations.



Strategic M&A



Operator Buyers



Global Reach



Proven Results

THE AI DISRUPTION MAP

Striking Gold or Getting Struck?

01

The Robots Aren't Coming. They're Already Here.



AI DISRUPTION · REALITY CHECK

-  OpenAI, Anthropic & Google are quietly commoditizing core SaaS features
-  AI-native startups are shipping in weeks what took teams 2 years to build
-  Your biggest risk isn't a competitor — it's a 22-year-old with a GitHub account
-  The question isn't IF AI will hit your category. It's already in progress.

The Disruption Matrix: Where Does Your SaaS Sit?



EXTREME RISK

- AI writing/copywriting tools
- Basic chatbot builders
- Simple transcription SaaS
- Grammar/editing tools



HIGH RISK

- Spreadsheet automation
- Simple analytics dashboards
- Basic CRM features
- Email marketing tools



LOWER RISK

- Deep vertical SaaS (legal, med)
- Data with network effects
- Compliance platforms
- Multi-integration hubs

Not sure where you fall? We've evaluated 10,000+ SaaS businesses. Ask us.

HARD TRUTH #1

"AI is your moat."

*No. It's everyone's
commodity.*

Chat GPT wrappers built \$1M ARR in 2023. In 2025, they're dying. Your REAL moat is data ownership, distribution, and deep integration. Do you have any of the three?

The 3 Defensible Moats in the AI Era

WHAT ACTUALLY PROTECTS YOUR BUSINESS

Proprietary Data

You own data competitors can't replicate. Trained models, behavioral data, industry benchmarks. This is the new IP.



Distribution & Network

100K+ users, embedded workflows, high switching costs. AI can replicate features — not your relationships.



Deep Vertical Integration

Compliance hooks, regulatory requirements, industry-specific workflows. Generic AI can't easily go there.



THE NEW BUYER LANDSCAPE

Who's Writing Checks in 2026

02

The 4 Buyer Types Actively Acquiring Right Now

BUYER LANDSCAPE · 2025



Strategic Acquirers

Big tech & sector leaders

Want your data, distribution, or team. Will pay premium for defensible assets. Move slower but write bigger checks.



PE / Search Funds

Sophisticated operators

Want profitability + retention. Focused on EBITDA multiples. Move fast if you're clean.



Individual Operators

Hands-on owner-operators

Want to run the business themselves. Often the most motivated buyers — fastest to close, cleanest structure, operator-first handoff.



AI-Native Startups

Acqui-hire or feature fold-in

Fast and unconventional. Want your user base or specific tech. Deals are creative and non-standard.

General Tier

Why does the multiple range get smaller as the profit and revenue increase?

Saas - Multiple		< \$100k	\$100k - \$1M	\$1M+
1	Profit Multiple	2-9x	3-7x	4-8x
2	Revenue Multiple	< \$100k	1-4x	1-3x

Quick valuation guide

Based off current market trends and
our [acquisition multiples reports](#)



SaaS

3-5x Profit or 1-3x Rev



Ecommerce

2-4x Profit or 1-2x Rev



Marketplace

2-3x Profit or 1-2x Rev



Agency

1-3x Profit or 1-2x Rev

How Deals Are Actually Structured

THE 4 DEAL STRUCTURES YOU NEED TO KNOW

Full Cash or partial at Close

Most common · Clean exit

- 100% paid at closing
- No earnout risk, no future obligations
- Requires rigorous due diligence upfront

Seller Financing

Founder holds a note · Faster close

- Buyer pays you over time, you hold the note
- Signals confidence, speeds up the close
- Often increases total payout

Earnout

Performance-based · Higher ceiling

- Buyer pays more if the business keeps growing
- Bridges valuation gaps
- Rewards you for what you built

Equity Rollover

Bet on the upside · Strategic play

- Cash at close + equity stake in the new entity
- You stay invested in what happens next
- Favored by PE buyers planning to scale and flip



Most deals blend structures — e.g. 80% cash at close + 20% earnout. Acquire.com helps you find the right mix for your situation.

What Every Buyer Wants in 2026

THE ACQUISITION CHECKLIST

Predictable MRR / ARR

Net revenue retention > 90%, low churn, clear cohort data



Founder-Independent Ops

The business runs without you. Document everything or discount everything.



Clean Financials

P&L, bank statements, SaaS metrics — 24 months minimum, auditable



AI Narrative

Either you USE AI to improve margins, or you're DEFENSIBLE against it. Pick one.



Growth Signal

Flat is fine. Declining is priced in. Growing gets multiple expansion.



YOUR 3 PATHS FORWARD

Sell. Scale. Pivot.
Choose Wisely.

03

The Founder Decision Framework

3 ARCHETYPES · 3 PLAYBOOKS



PATH A: EXIT NOW

Sell while multiples hold

- Moat weakening
- Churn is ticking up
- AI is entering your category
- 12–18 months of strong multiples left. Use them

Best for: AI-threatened, 2–5× ARR



PATH B: SCALE UP

Double down with AI as fuel

- Defensible data or distribution
- Use AI to cut OpEx
- Expand margins
- Push for a higher multiple in 18–24 months

Best for: Defensible moat, growth mode



PATH C: PIVOT FAST

Reinvent before replaced

- Core feature is commoditized
- Customer base is gold
- Find the adjacent pain
- Ship fast
- AI-enable it

Best for: Strong brand, weak core product

HARD TRUTH #3

Waiting to sell
is a strategy.

Usually a bad one.

Every month you delay, buyers get smarter, AI gets cheaper, and your leverage shrinks. Timing an exit is like timing the stock market. Most founders nail it only in hindsight.

LIVE MARKET DATA

What's Selling, What's Stalling

04

Selling Fast vs. Dying on the Vine

REAL DEAL PATTERNS FROM ACQUIRE.COM

CLOSING IN 60 DAYS

- ✓ NRR > 110%
- ✓ Founder-independent ops
- ✓ 12+ month customer avg LTV
- ✓ Clean books, 24-mo history
- ✓ Single niche, deep penetration
- ✓ AI cost-savings narrative

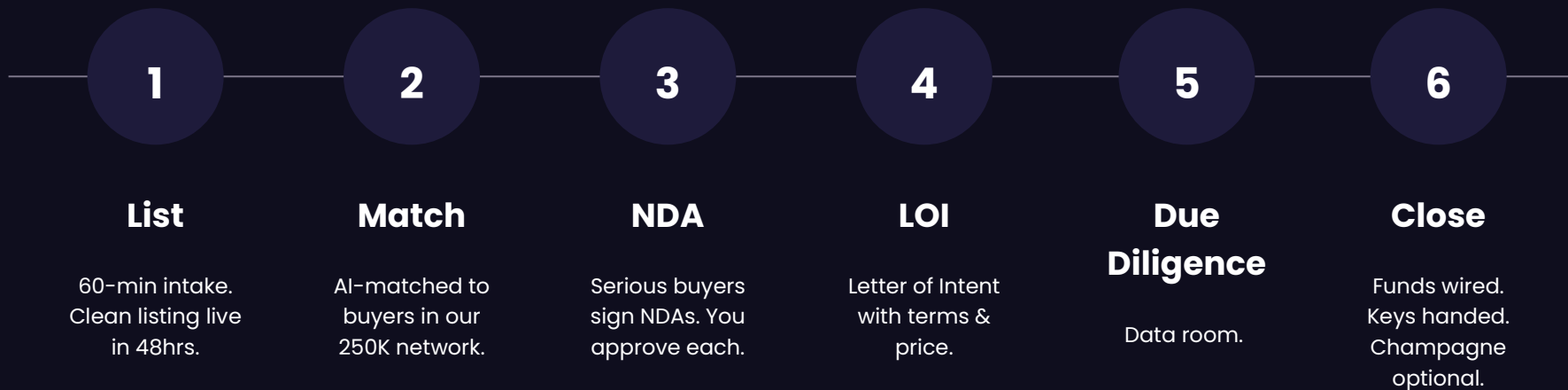
VS

STALLS AT DUE DILIGENCE

- ! Founder IS the product
- ! Messy mixed personal/biz expenses
- ! Churn > 8% monthly
- ! Spreadsheet-based 'books'
- ! Customer concentration > 30%
- ! No documentation of anything

How a Deal Actually Gets Done

THE ACQUIRE.COM PROCESS · 60–90 DAYS



Most profitable founders who list on Acquire.com are in LOI within 60 days.

FOUNDER SPOTLIGHT

A Real Exit in the AI Era

05

Closed in 2 Weeks. Here is how..

REAL STORY · ITAY ELGAZAR · SUPERDEV · ACQUIRE.COM BLOG

THE BUILD

Itay Elgazar built Superdev — an AI tool for full-stack app development — in early 2025. In 2 months it reached ~\$7K MRR. No VC. Just shipping fast on a real trend.



THE HONEST SELF-ASSESSMENT

He recognized he was 'a little too late to the party.' The vibe-coding space was getting crowded fast. Doubling down meant raising capital and the stress spiral. He chose clarity over ego.



THE PROCESS

Listed on Acquire.com. Within one week: 5 LOIs. The following week: due diligence complete, deal closed. Total time from listing to close — roughly 2 weeks.



THE OUTCOME

Walked away with a clean exit, capital, and momentum. No grinding into a headwind. Now building his next thing — on his own terms.



Source: Acquire.com blog · blog.acquire.com/the-secrets-behind-this-bootstrapped-ai-app-life-changing-exit/

100+ LOIs. All-Cash Close. Zero Earnout.

REAL STORY · TEEMU RAITALUOTO · AICONTENFY · ACQUIRE.COM BLOG

THE BUILD

Teemu built AIContentfy, an AI content tool for B2B SaaS blogs, after learning hard lessons from a smaller first exit. This time he built for acquisition from day one — documented, founder-independent, system-driven.



THE SCALE

Less than 2 years in, AIContentfy crossed \$1M ARR. When his top salesperson unexpectedly passed away, the systems he'd built kept the business running without missing a beat.



THE PROCESS

He split the company into 3 separate listings on Acquire.com — link-building, article writing, and the SaaS product. Buyer interest surged. Over 100 LOIs came in. Three turned into serious offers.



THE OUTCOME

Won a clean, all-cash deal from a PE buyer. No earnouts, no delays. The preparation wasn't just for buyers — it's what kept the company alive through its hardest days.



Source: Acquire.com blog · blog.acquire.com/scaling-ai-content-to-1m-arr-and-a-successful-exit

The Boring Niche That Buyers Fought Over.

REAL STORY · ION-ALEXANDRU SECARA · GOVCON IN A BOX · ACQUIRE.COM BLOG

THE BUILD

Ion-Alexandru built GovCon in a Box for small government contractors drowning in proposals and compliance paperwork. Everyone else ignored the market. He saw that complexity was the moat.



THE GROWTH

Zero ad spend. Pure word-of-mouth. Thousands of paying customers found him because the product solved a painful, specific problem that no one else would touch. Buyers called it 'boring SaaS.' They meant it as a compliment.



THE PROCESS

Listed on Acquire.com. Serious buyers arrived within weeks. The product was simple to understand, well-documented, and ready to operate without him. Every conversation repeated the same point: this business is clean.



THE OUTCOME

Life-changing exit. Now building SEO Forge, an AI-powered SEO platform. The lesson: the less glamorous your market, the more defensible your moat — and the more motivated your buyers.



Source: Acquire.com blog · blog.acquire.com/what-it-takes-to-turn-complexity-into-a-successful-exit

The 5 Things to Remember

KEY TAKEAWAYS

Timing an exit is like timing the market. Most founders regret waiting too long.

Know your deal structure. Cash at close, earnout, seller financing, equity rollover. each has a different risk and reward profile.

01



AI is already in your category. The question is whether you are leveraging it.



02

03



Your real moat is data, distribution, and defensibility.



04

05



Acquire.com has 500K+ buyers ready to move. Your job is just to show up clean.

LIVE Q&A

Ask Us Anything.

06

FREE VALUATION

What's Your SaaS Worth?

Get a free, confidential valuation from our M&A experts.

- ✓ Confidential — no listing required
- ✓ Real market comp data from 1,000+ businesses
- ✓ Delivered by our M&A team
- ✓ No obligation — just clarity

acquire.com/free-saas-valuation/ →

Visit us at acquire.com to get started