

Guided BY Acquire

SEPTEMBER 2026



The world's **#1**
startup acquisition
marketplace



Ky Pratt

Lead Acquisition
Advisor

NOTABLE TRANSACTIONS

SaaS - TR \$4.5M @ 1.5x Rev

Agency - USA \$3.6M @ 3.6x Profit

SaaS - AUS \$2.0M @ 2.8x Profit

SaaS - UK \$1.7M @ 7.2x Profit

SaaS - USA \$1.3M @ 4.7x Profit

Agency - USA \$1.2M @ 4.7x Profit

SaaS - RSA \$700k @ 5.9x Profit

Today's agenda

01 Why Acquire?

02 Seller discovery

03 The Guided acquisition process

04 Marketing by Guided

05 Acquisition timeline

06 The Guided advantage

07 Next steps

Seller discovery

01

DISCOVERY

Seller Success Items

Key questions and topics we cover to understand your goals and ensure a smooth exit process.



- 01 Share a brief description of your business
- 02 Price expectations? How you arrived at your desired price?
- 03 Buyer engagement up to this point?
- 04 What is your ideal buyer persona & type of exit?
- 05 Why you are looking to sell
- 06 Differentiators vs. competitors
- 07 Experience selling a business

Why Acquire?

02

Our Mission

Acquire.com helps startups get acquired.

Our expert people and technology are dedicated to facilitating seamless transactions and maximizing founder outcomes.



Shorter Time Frame

Streamline the acquisition process with advanced platform tools to close in a much shorter time frame.



Expert Guidance

Dedicated team of M&A professionals guiding you through every step to maximize founder outcomes.



Platform Technology

Innovative digital ecosystem engineered to optimize deal flow, security, and transaction velocity.

PLATFORM METRICS

By the Numbers

500K+

Verified buyers on platform

\$1B+

In deals facilitated

2,000+

Successful acquisitions

60-90

Avg. days from list to close



Identity Verified

Every seller is identity-verified before listing goes live.



NDA-Gated Access

NDA-gated access means you only see serious sellers.



Connected Financials

Financial metrics connected directly, no fudged spreadsheets.



Acquire Team Guidance

Guided by Acquire team, available for deals over \$1M ARR.

Our buyer network



Daniel T. Verified funds: \$15.5M

18 closed deals | Deal size: \$5.3M-\$8.2M



Molly D.

8 closed deals | Deals size: \$300k-\$625k



Miles H. Verified funds: \$1.6M

11 closed deals | Deal size: \$1.1M-\$3.5M



Lucas O.

2 closed deals | Deal size: \$275k-\$775k

Platinum Buyers

Deals \$1M-\$5M

- Investment groups
- Experienced operators

Deals \$5M+

- Private equity firms
- Family offices
- Public companies

Premium Buyers

Deals under \$1M

- High Net Worth Individuals
- Entrepreneurs
- Corporate intrapreneurs

How our network buys

We have seen a shift that indicates **Profitability is King**



PROFIT MULTIPLES

Buyers focus here. Buyers want to acquire a business that is thriving. The name of the game is capital efficiency and profitability.



REVENUE MULTIPLES

Justifying a revenue multiple without a really high growth rate is really hard to do.



KEY TAKEAWAY

Why is this important?

Pricing outside of how the market speaks **decreases your odds of acquisition success dramatically.**

Aligning your valuation with market reality protects your deal velocity and final exit outcome.

Profitability Is King

A clear shift in how buyers price a business.

PROFIT MULTIPLES

Buyers focus here. They want a business that is thriving, the name of the game is capital efficiency and profitability.



REVENUE MULTIPLES

Justifying a revenue multiple without a really high growth rate is hard to do. Pricing outside how the market speaks lowers your odds of success.



VALUATION RANGE BY CATEGORY

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 to Justify a Higher Multiple?

What holds weight?



High profit margin



High product use



High YOY growth



Multiple years in business



Low churn



Strategic partnerships



Large TAM



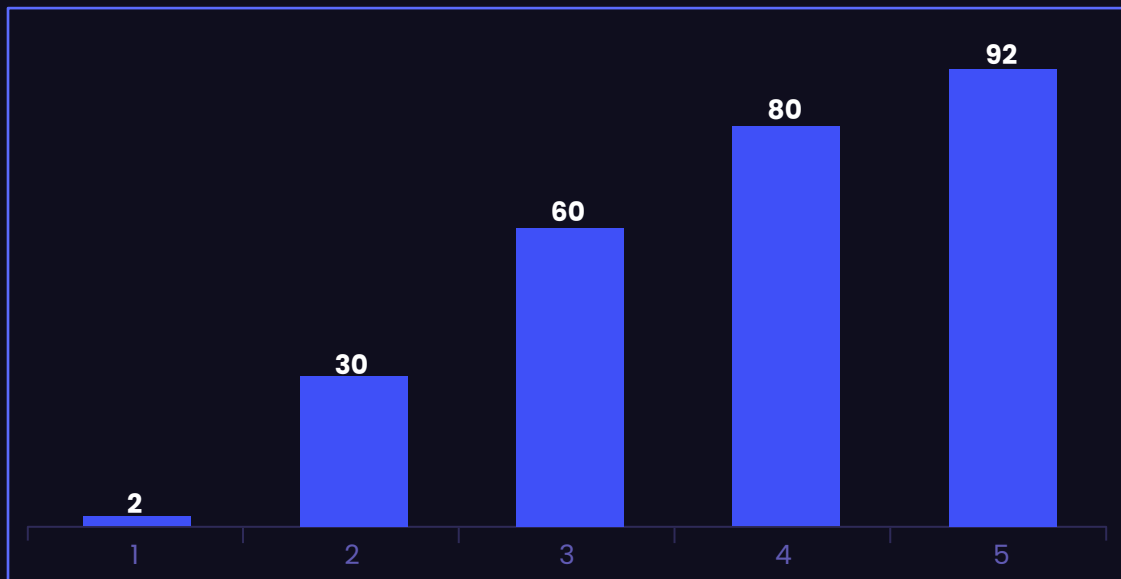
Dominant brand

"Understand how buyers value your business and price within a range that is reasonable"

PRICE IT RIGHT, SELL IT FASTER

Finding the Pricing Sweet Spot

Asking price in relation to fair market value, plotted against serious buyer interest.



The takeaway

Overprice by 20 percent, and serious buyer interest drops to just 2 percent. Price 20 percent under fair market value, and it jumps to 92 percent.

Fair market value is the pivot point. Every point of overpricing costs real buyer interest.



Top 10

SELLER MYTHS VS. REALITY

✗ Growth alone sets my valuation.

- ✓ Profitability and retention matter just as much, often more, in this market.

✗ Price high and let buyers negotiate down.

- ✓ Overpricing kills serious buyer interest fast.

✗ The highest bid always wins.

- ✓ Sellers often choose the buyer they trust, not just the top number.

✗ I can organize my financials later.

- ✓ Unprepared sellers lose leverage the moment diligence starts.

✗ AI makes my SaaS less valuable.

- ✓ A clear AI narrative, either using it or defensible against it, strengthens offers.

✗ My business is too small for real buyers.

- ✓ The under-\$150K tier has some of the deepest buyer demand on the platform.

✗ A revenue multiple is always the right lens.

- ✓ Most buyers focus on profit multiples; revenue needs real growth to justify it.

✗ I need a broker to get a good outcome.

- ✓ Direct buyer access with guided support gets you there without broker markup.

✗ Selling takes a year or more.

- ✓ A well-prepared listing is commonly in LOI within 60 days.

✗ Buyers will understand I am founder-dependent.

- ✓ Founder-dependent ops get discounted. Documentation converts risk into value.

THE ACQUISITION CHECKLIST

What Buyers Want, and How to Prepare

WHAT BUYERS WANT

**Predictable MRR / ARR**

Net revenue retention above 90 percent, low churn, clear cohort data.

**Founder-Independent Ops**

The business runs without you. Document everything, or expect a discount.

**Clean Financials**

P&L, bank statements, and metrics, 24 months minimum, fully auditable.

**An AI Narrative**

Either you use AI to improve margins, or you are defensible against it.

**A Growth Signal**

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

HOW TO PREPARE

**Document your retention story**

Pull your MRR trend and cohort data together before a buyer asks for it.

**Write down every process**

An undocumented business gets discounted. A documented one does not.

**Get 24 months audit-ready**

Clean financials before you list beat scrambling once a buyer is interested.

**Decide your AI story now**

Buyers will ask either way. Have a clear, honest answer ready.

**Track your growth trend**

Even modest, consistent growth strengthens your multiple. Show the line.

The Guided acquisition process

03

Our GbA Advisory vs. Acquire Marketplace

Guided by Acquire

Must Qualify

- SaaS & Agency businesses only
- \$100,000k+ ARR/TTM
- Profitable

Acquire Marketplace

Curated

- Self-service marketplace for experienced sellers
- Any business type
- All prices

** Full support in over 100 countries, including **LATAM**

Guided by Acquire

Seller Success Program

Eligibility Requirements

SaaS & Agency • \$100K+ ARR • Profitable

1



Evaluating Buyers

Scoring checklists & vetting

2



Due Diligence

Templates & deal folder

3



Fielding Offers

Offer analysis & structures

4



Escrow & Close

Escrow fee covered

5



Asset Transfer

Custom support plan

Attracting Buyers

- Listing optimization & SEO
- General newsletter (450K+)
- Targeted newsletter (50–80K+)
- Personal buyer reach-outs



Securing Best Offer

- Offer analysis & ranking
- LOI broadcast to all buyers
- Creative deal structures



Advisory

- M&A expert advisor
- LOI, APA to Escrow - review of docs
- Due diligence support



How Acquire Success Works

A Service-First Marketplace Built for Founders



Dedicated Acquisition Success Managers



Support from listing → diligence →
APA → escrow → close



Hands-on assistance at each stage



Full support in over 100 countries,
including LATAM



Marketing by Guided

04

General newsletter feature



Who — 450,000+ Buyers in our marketplace



What — Anonymous description of your listing highlights included with other new listings



Where — Email Newsletter



When — 7-14 days of your listing going live on the marketplace



Why — The most activity will come from this initial marketing push, providing immediate market feedback on pricing and info.



Brandon Pindulic ✓
@BPindulic

I bought a business off @acquiredotcom last year that was doing \$22k/yr in revenue. This month alone, we'll do \$31,500 in revenue (~80% gross). Still completely ran as a side project 🙌

Platform for mid-market and enterprise teams to plan and execute events with \$2.3m (CAD) in TTM revenue

TTM Revenue: \$2,281,000 (CAD)

TTM Profit: \$1,595,704 (CAD)

Tech Stack: Ruby on Rails, React, Postgres, AWS ECS

Asking Price: *Open to offers*

View Startup Listing

Guided by Acquire newsletter



Who — Targeted buyers (50,000–80,000+)



What — Dedicated, full feature



Where — Email Newsletter



When — First day of your listing going live



Why — The most qualified buyers will come from our targeted email outreach campaigns

New featured listing

Acquire.com Top Picks

Listings hand picked, vetted, and tested by our marketplace team

Financial overview

ASKING PRICE

Open to offers

TTM Revenue	Growth Rate	Recurring Revenue
\$2,500,000	50%+ MoM	\$7,000,000

Company overview

SaaS startup with \$2,500,000 in TTM revenue and \$7,000,000 in Annual Recurring Revenue (ARR) that is a generative AI software used for generating conversion focused ad creatives and social media post creatives.

What we expect



2 WEEKS

20–30

signed NDA's within 5 weeks



HIGH FIT

3–7

serious buyer meetings

Strategic Outreach

Strategic buyer outreach

Using cold outreach and our extensive network, we identify and engage strategic buyers typically from companies with over \$25M in revenue or capital.



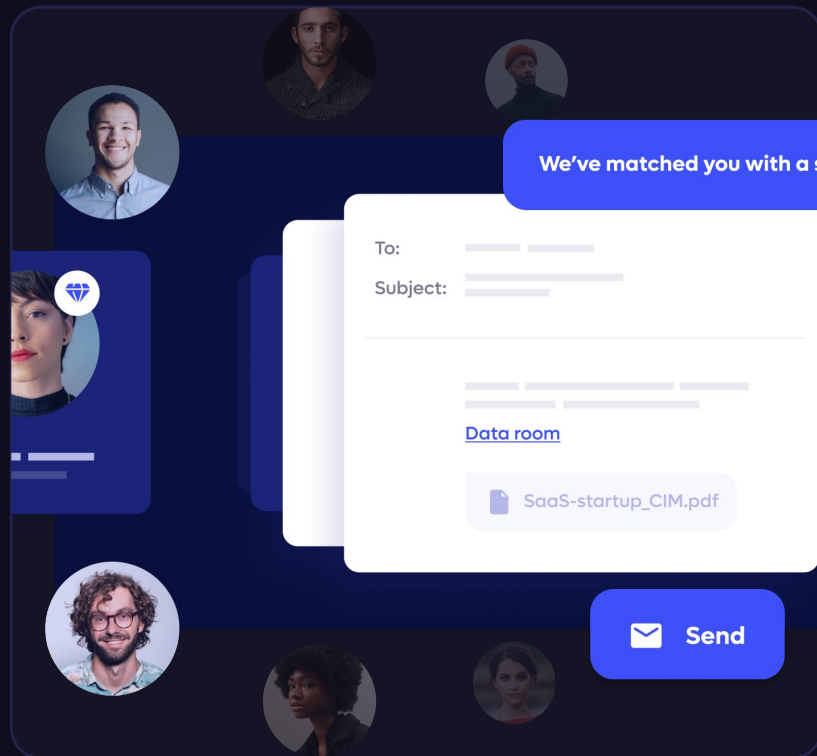
Buyer profile and exposure

Targeting strategic buyers whose goals align with the seller's business strengths, with controlled exposure post-NDA to maximize alignment and interest.



Confidentiality first

All interactions and disclosures remain strictly confidential until an NDA is signed, ensuring privacy and trust throughout the process.



Acquisition timeline

05

Avg Acquisition Timeline



FROM FIRST MESSAGE TO CLOSE

FROM FIRST MESSAGE TO CLOSE

How It Works on Acquire.com

FOR BUYERS

1

Create Profile & Browse

Set your criteria, get matched, sign NDAs for deeper access.

2

Reach Out & Submit LOI

Message the seller directly, then submit price, structure, and timeline.

3

Due Diligence

Data room access, typically 2 to 4 weeks for a clean business.

4

Close

Escrow, asset transfer, transition support from the seller.

FOR SELLERS

1

Get Verified & List

Connect your financials, highlight your moat, go live.

2

Field Interest & Review LOIs

Buyers sign NDAs; compare offers on price, structure, and timeline.

3

Manage Due Diligence

Data room access for your chosen buyer, 2 to 4 weeks typical.

4

Close & Transition

Escrow, asset transfer, and as much transition support as you choose.

Setting expectations

Your Responsibilities

01

Getting mentally prepared and committed to the acquisition process.

02

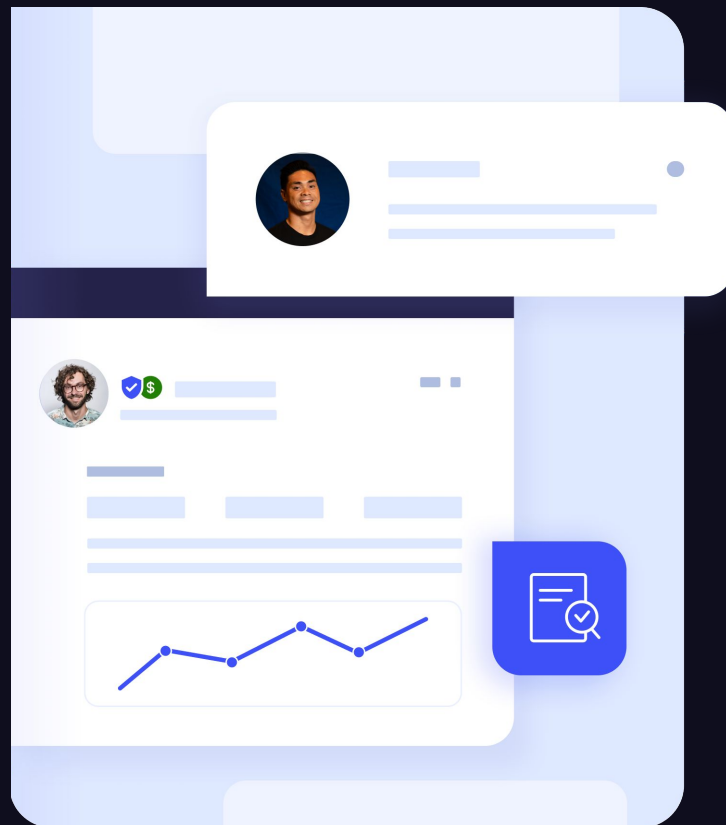
Respond quickly, and with precision. Time is of the essence when it comes to acquisitions

03

Get ready to answer pressing questions from buyers and have all your documents organized for inspection.



Note: Don't worry, we will provide you with checklists and rehearse crucial conversations before you meet with Buyers.



The Guided advantage

06

Why choose us?



Listing Creation
Expert-crafted listings



Matchmaking
Vetted matchmaking



Full Support
Start to close guidance



Better Pricing
Better price & terms



CIM & Recasts
Custom-built materials



Buyer Outreach
Strategic campaigns



Targeted Marketing
Focused buyer reach



Success Only
Pay nothing if we fail

How do we compare to the competition?

Metrics	Acquire.com	Other marketplaces	Business brokers
Success/closing fee	8% - 7% - 6%	2.5 - 15%	10 - 15%
Listing fee	Waived	\$49 - \$599	N/A
Exclusivity period	6 months	12 months	12 months

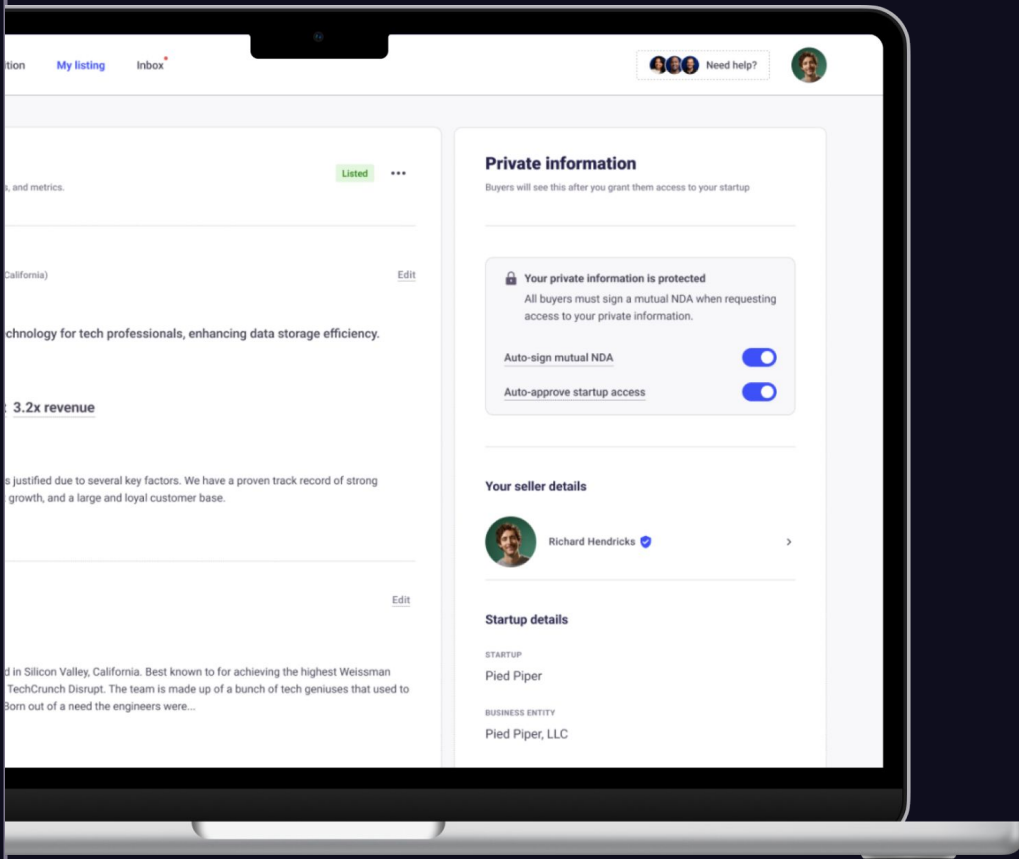
Next steps

07



As soon as possible

- Attach your P&L — ideally inclusive of your TTM for the last three years or lifetime of the business, broken down monthly
- Sign Engagement Contract for GBA
- Complete your Listing on Acquire.com
- Create your Founder Video
- Complete your CIM

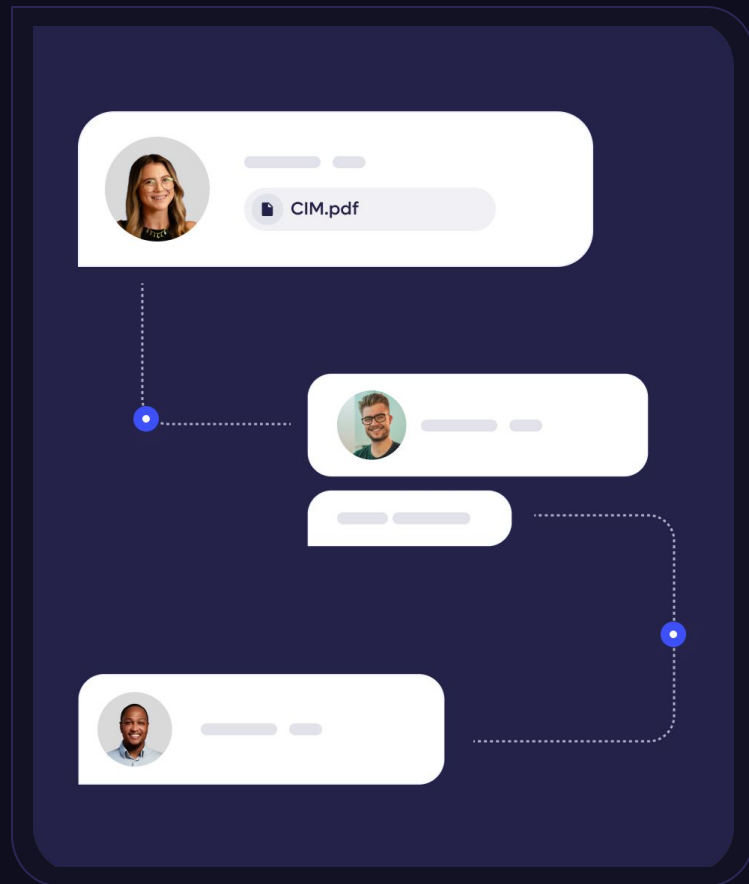


Time kills deals, let's schedule your next call

Next Meeting Focus

Momentum call

Maintain buyer interest, align on key milestones, and keep your acquisition timeline moving forward seamlessly.



<i>Trailing Twelve Months</i>	SaaS		Sweet Spot
	3.0x	5.0x	4.0x
Mortgage Lead Hackers LLC (Management Fee Added Back)	\$235,104	\$391,840	\$313,472
Mortgage Lead Hackers LLC (Partial Addbacks + Mgmt Fee)	\$265,911	\$443,185	\$354,548

Thank you!



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Next Steps

