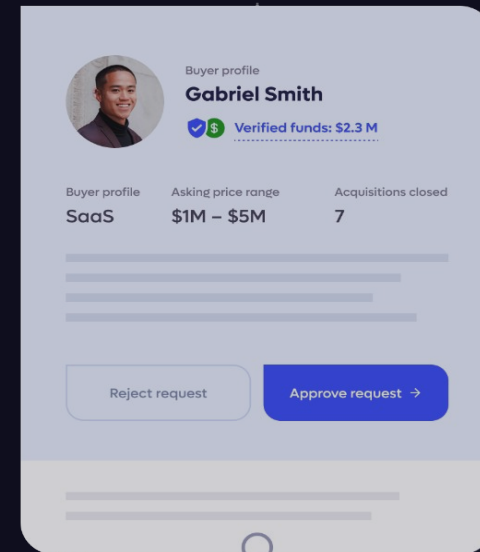
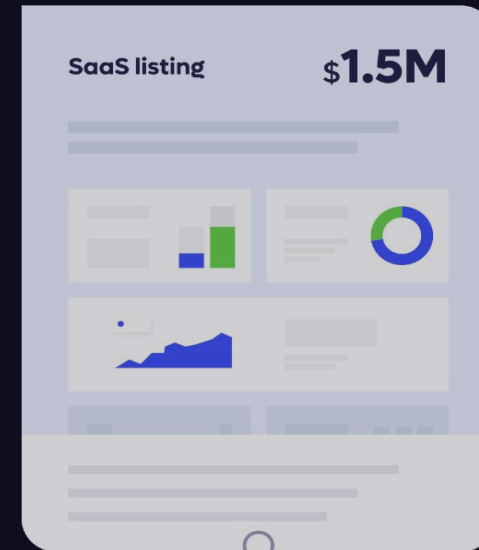


Inside 2025's Winning Exits on Acquire

What founders can learn going into 2026

Hosted by: Andrew Gazdecki, Founder and CEO | Acquire.com



Today's Agenda

1

How Acquire Helps Founders Win

What makes Acquire different

2

2025 Top Winning Exits

Insights from our Team and founders

3

2025 Marketplace Lessons

Metrics, preparation, and positioning for thousands of listings

4

What's New

at Acquire in 2026

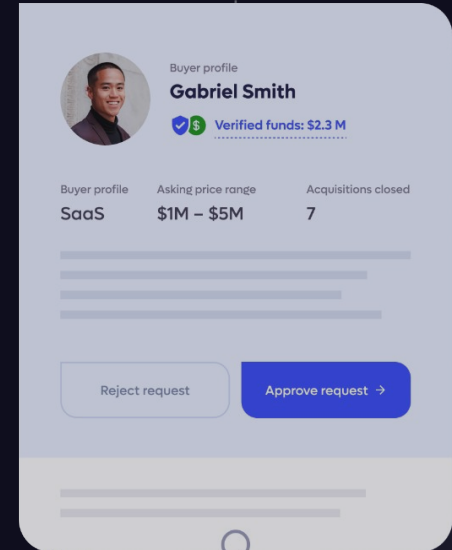
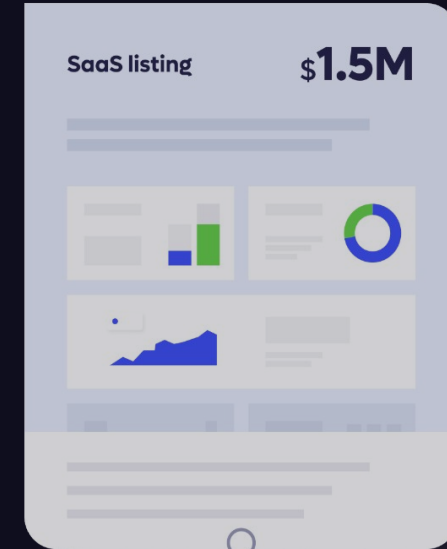
5

Live Q&A





Building the world's most founder-friendly acquisition marketplace



Hey I'm Andrew Gazdecki

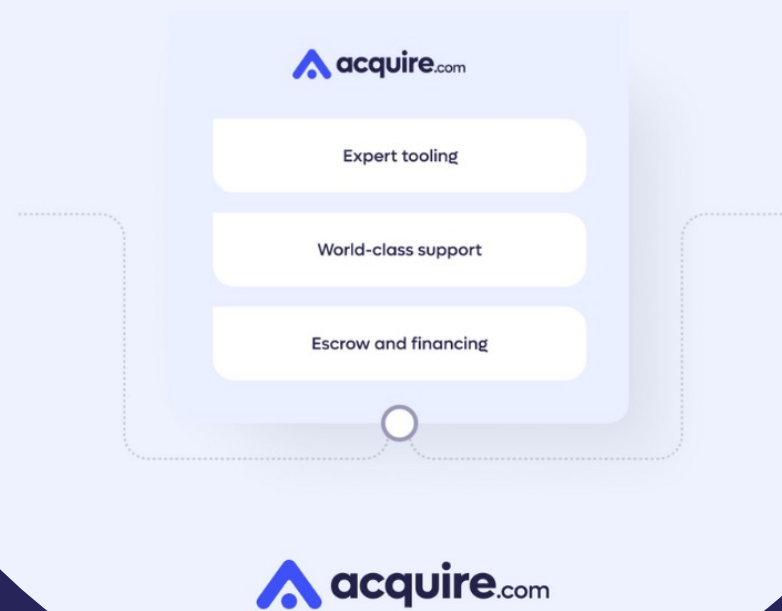
I've helped 1000s of founders get acquired through Acquire.com.

- Built and sold multiple startups
- Helping founders exit smoothly with the right buyers
- Promise: help you get acquired the right way with preparation, leverage, and real buyer demand



01

**We make online business
acquisitions fast, safe, and easy**



How Acquire Helps Founders Win

How Acquire Success Works

A Service-First Marketplace Built for Founders



Our Success Team

- ⤴ 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

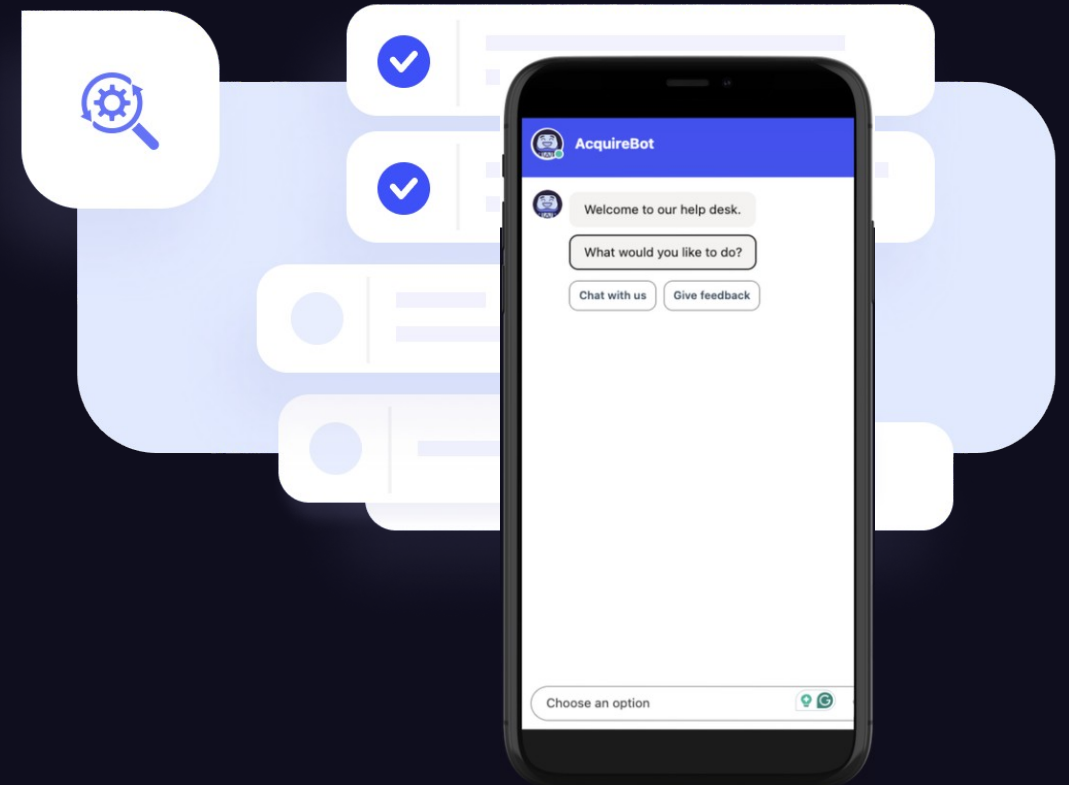


How Acquire Success works

A Service-First Marketplace Built for Founders

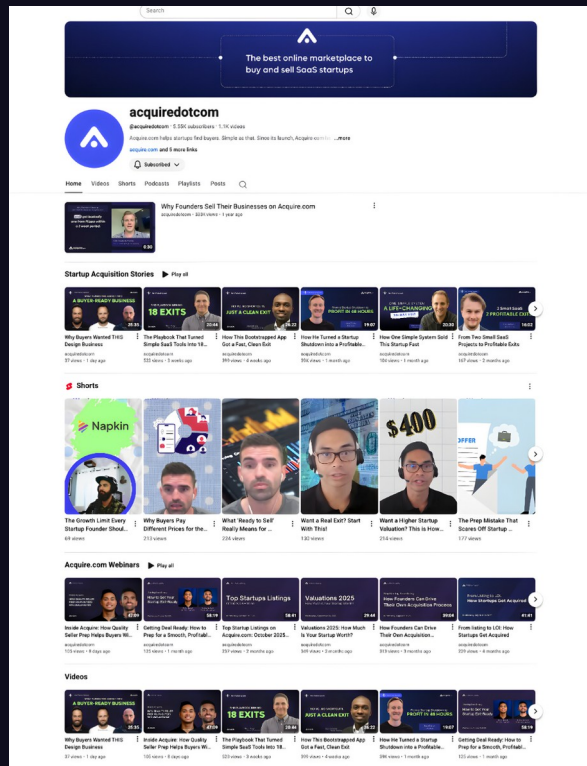
Availability & SLAs

- 24/7 Live support via chat & email
support@acquire.com
- Phone support available for active deals
- Fast response SLAs during
All critical deal stages
- Full support in LATAM



Acquire Beyond The Platform

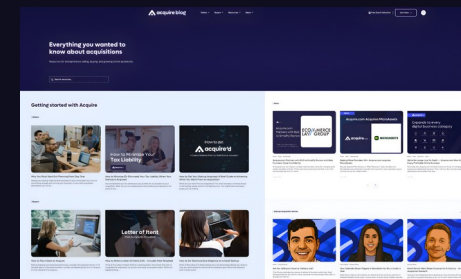
YouTube Channel



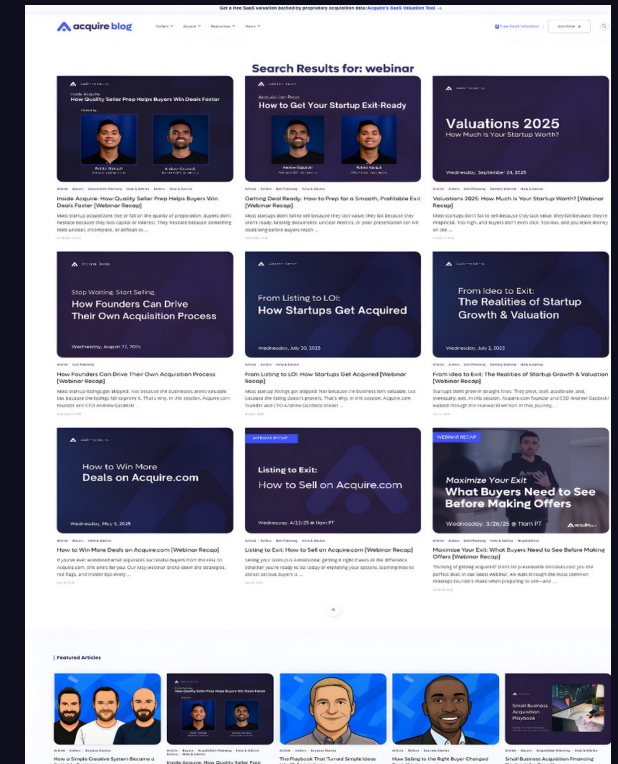
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Quick Tips

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News



Acquire Beyond The Platform

Acquire Academy



How to Buy, Grow, and Sell Startups
Course • 40 Lessons

A course by Ryan Kulp, founder of Formo.com and partner at Fork Equity, a micro PE fund.

What you'll learn

How to Buy, Grow, and Sell Startups is a comprehensive lecture series that teaches entrepreneurs to build a portfolio of cash-generating assets.

How to source
Identifying the perfect business for your skill set is hard. It's about you how to build, scale, and optimize deal flow to maximize options and our vetting.

How to negotiate
Finding a project is only half the battle – now you have to agree on price and terms. Use my battle-tested legal templates and email scripts to get the best deal.

How to grow
You closed a deal – congrats! Now you need to scale it to achieve a healthy return on your investment. I'll help you become a lean operator and build a 100-day marketing plan.

Featured transactions
Announcements for life-changing deals we've done since 2016.

Notch (Shopify app, resold for 7x on **Formo**, acquired by **Relay Commerce**)
LabKey (Phone tool, resold by **TabletFlow**, resold by **Formo**)
Cross Sell (Shopify app, acquired by **Servicify Capital**)
Color My Home (e-commerce store)
Coskit (GDPR regulation plugin)
Built with Shopify (e-commerce interview resource)
Refuelr (Formo strategic competitor)
Conversion Booster (Formo strategic competitor)
Market Focus (GDPR plugin for developers, sold on Acquire.com)
SelfBusiness (Feedback tool for Amazon sellers, bought on Acquire.com)

Education for every step of the acquisition process

- 1. Thesis**
Analyze your skills, form a target acquisition list, industry, etc. and learn to form a legal entity.
- 2. Sourcing**
Build a pipeline of inbound, outbound, and referral deal flow. Includes email scripts, evaluation strategy, and financial markers.
- 3. Negotiation and diligence**
Case studies of our own deals, financial forecast modeling templates, valuation strategies, diligence checklist, and \$3,000 worth of legal templates.
- 4. Financing and closing**
Techniques to fund and structure your deals for maximum returns, from two strategy (buying by a CPA) to same-day asset transfer and investor management.
- 5. Relaunch and scale**
Learn to operate a multi-company portfolio without losing sleep. Identify power users, build a go-to-market plan, file IP and re-invest.
- 6. Exit strategy**
Determine whether to flip or "hold forever" for optimal returns. Streamline operations to shift investments from active to passive. Increase the intrinsic value of your projects with competitive differentiation.

How to Buy, Grow, and Sell Startups

- Thesis
- Sourcing
- Negotiation and diligence
- Financing and closing
- Relaunch and scale
- Exit strategy

Free education for every step of the acquisition process

Resources

acquire help desk

How can we help?

Buying
Get help when buying a business on Acquire.com

Selling
Get help when selling a business on Acquire.com

Account
Get help with managing your Acquire.com account

Resources
Free templates, checklists, and other acquisition resources

AcquireBot
Welcome to our help desk.
What would you like to do?
Chat with us | Give feedback

Choose an option

Help Desk

- Buyer & seller support
- Clear documentation
- Common questions answered

AI Advisor

Acquire AI Startup Advisor
From listing to LOI, Andrew's Bot has your back.

Andrew Gonski
Acquire.com's AI Startup Advisor

Description
Andrew's Bot is a virtual entrepreneur and LOI expert who can help you with everything from finding deals to closing deals. He's got your back from listing to LOI. He's got your back from listing to LOI. He's got your back from listing to LOI.

Suggested Questions

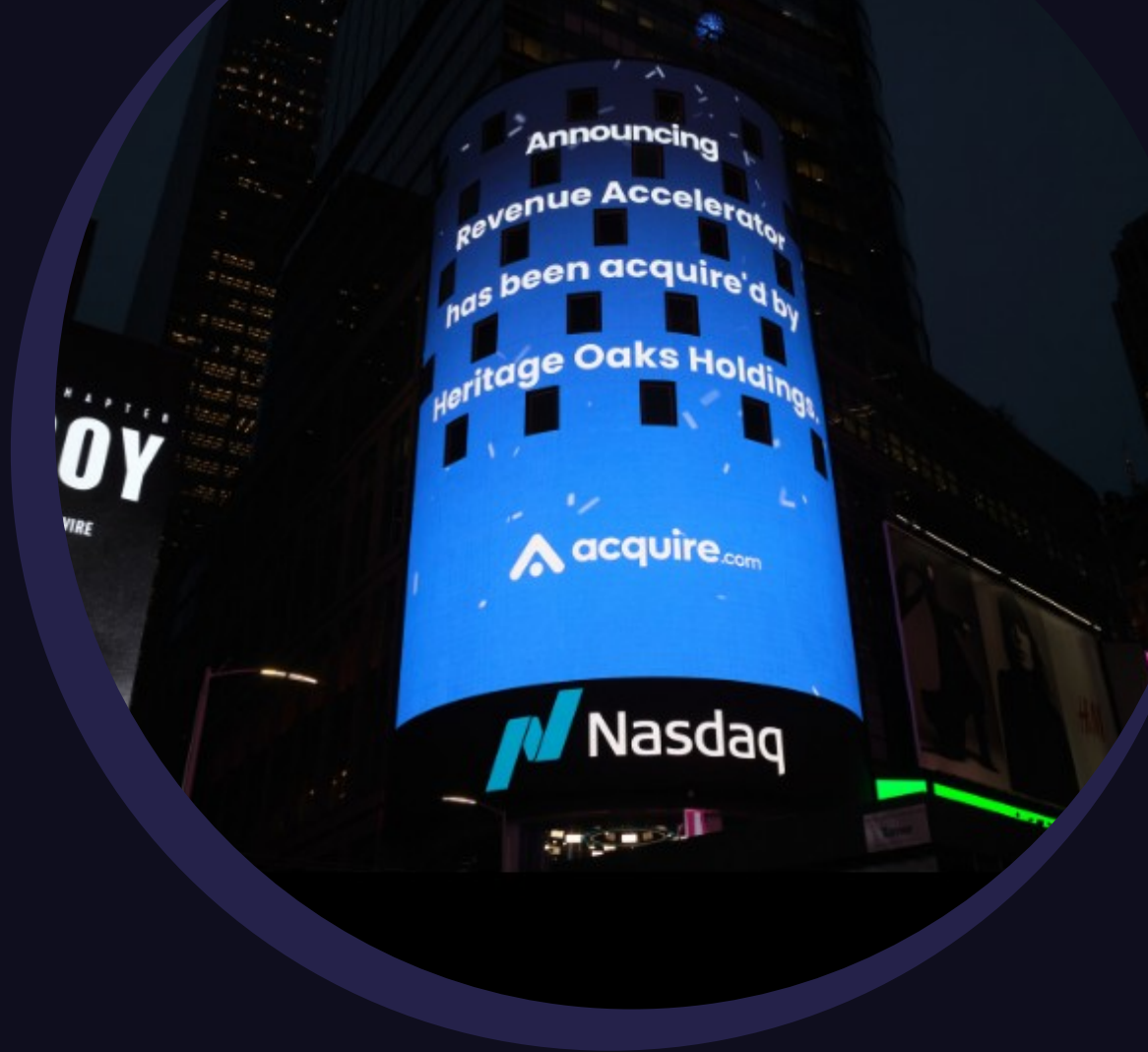
- How do you identify your ideal customer before selling on Acquire.com?
- What's the biggest mistake founders make when trying to sell their startup?
- What's your power strategy for getting noticed by the right buyer?

acquire.com

- Founder-backed insights
- Deal-specific guidance
- Faster decisions

02

2025 Top Winning Exits



Acquisition Insights

Winning Exits Agencies

1.5M – Marketing Agency

- Targeted premium 3.8× multiple
- Multiple offers created optionality
- Closed all-cash at 3.7× in ~30 days
- Lesson: Premium outcomes come from creating competition

3.8M – Dev agency

- Dev agency with pseudo-recurring revenue
- Initial SBA deal fell through
- Relaunched and closed with aligned buyer + lender
- 3.8× SBA
- Lesson: Relaunching with the right buyer changes everything

2.9M – Marketing/Design Agency

- Diversified lead sources beyond founder-led referrals
- Consistent trailing performance supported valuation expectations
- Lesson: Single-channel growth gets discounted and diversification gets rewarded

1.2M – Marketing/Social Media Agency

- Social media focus/marketing firm
- Clear understanding of where leads originated and how they converted
- Buyers saw a repeatable playbook, not just past momentum
- Lesson: Repeatable playbooks sell better than past momentum

Acquisition Insights

Winning Exits SaaS / Software

7M – DaaS (Data as a Service)

- Listing prep from Acquire caught the eye of strategic buyer in Japan
- KPMG DD Support, Legal, travel with Sellers to Japan
- Closed asking price and got lender to the finish line
- Lesson: Clear positioning attracts strategic buyers

10M – SaaS

- Customer service automation w AI
- Supported both sellers in Europe and in Spanish
- Initial listing overpriced, paused for 6 months then relisted
- Great logos, low churn, turn key technology
- Relaunched received multiple offers and closed with sellers price
- Lesson: Pausing and relaunching can be a strategy, not a setback

8M – SaaS

- AI Agents platform listed early but came back and relisted
- Received multiple offers by listing within our pricing range
- Low churn, high logos, great profit and sale forecast
- Seller opted to faster DD and passed on a 10M offer due to time
- Sold to public International strategic buyer on our platform in 45 days
- Lesson: Multiple offers creates real leverage and control

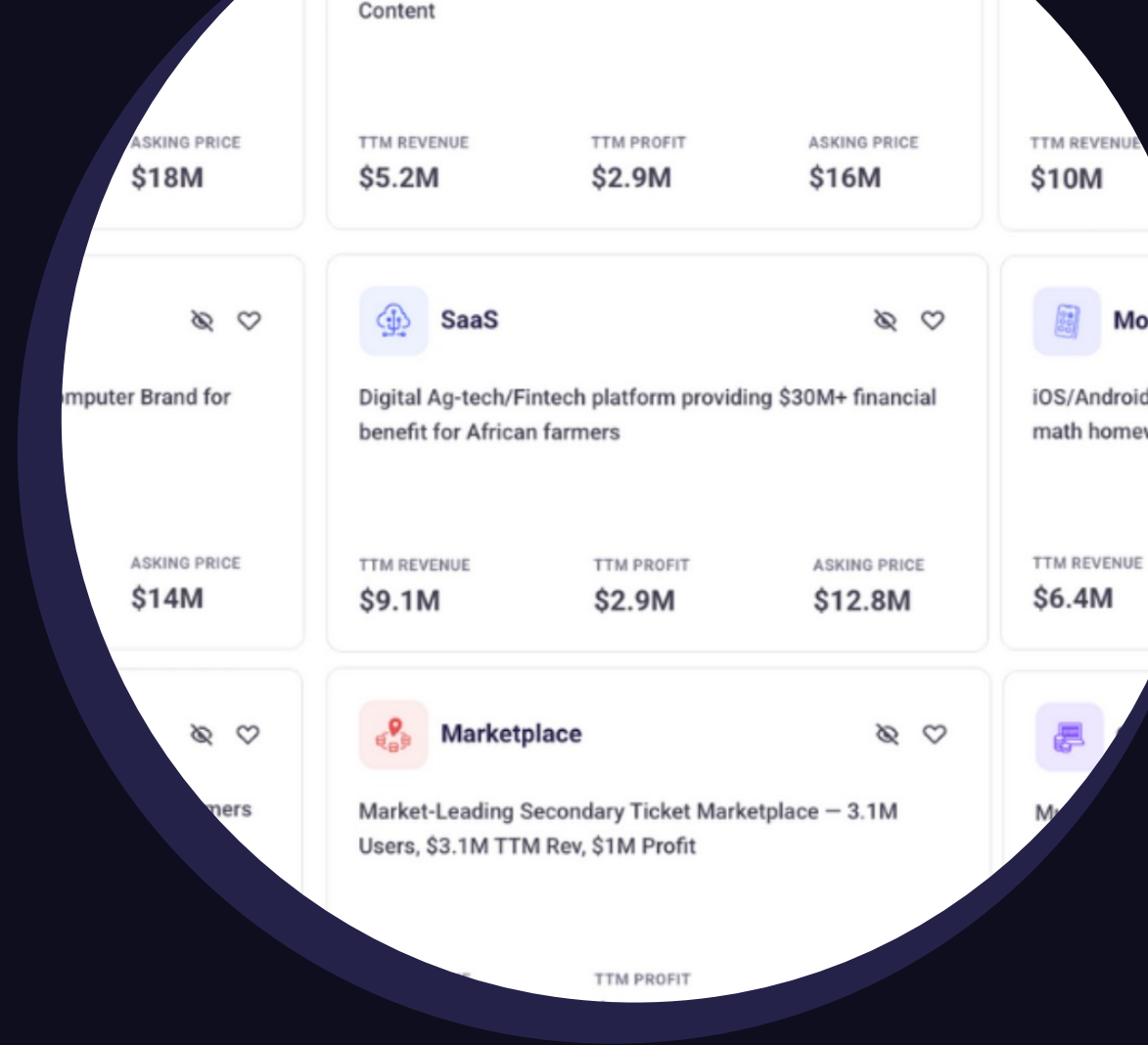
2025 Exits Recap

Winning Exits

Shared Traits Across Wins

- ✓ Clear customer acquisition strategies
- ✓ Predictable pipelines buyers could underwrite
- ✓ Strong positioning of recent performance
- ✓ Leveraged team, resources, and the Acquire M&A advisory team to close

03



2025 Lessons From Our Marketplace

Acquire.com Marketplace Insights

2025 Insights
from our front
lines:



What we're seeing across
hundreds of live deals



How buyers are
underwriting risk today



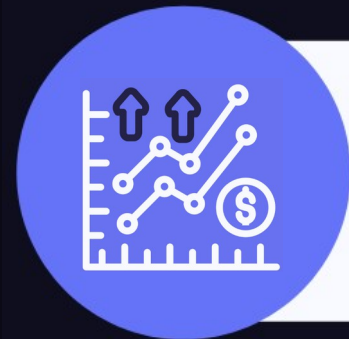
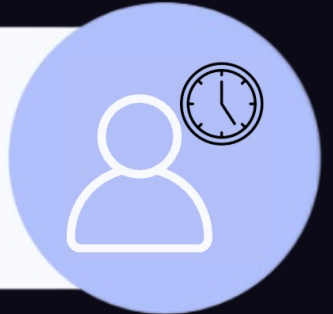
Where sellers succeed
and where they get stuck

Lesson 1: Metrics Matter More Than Ever



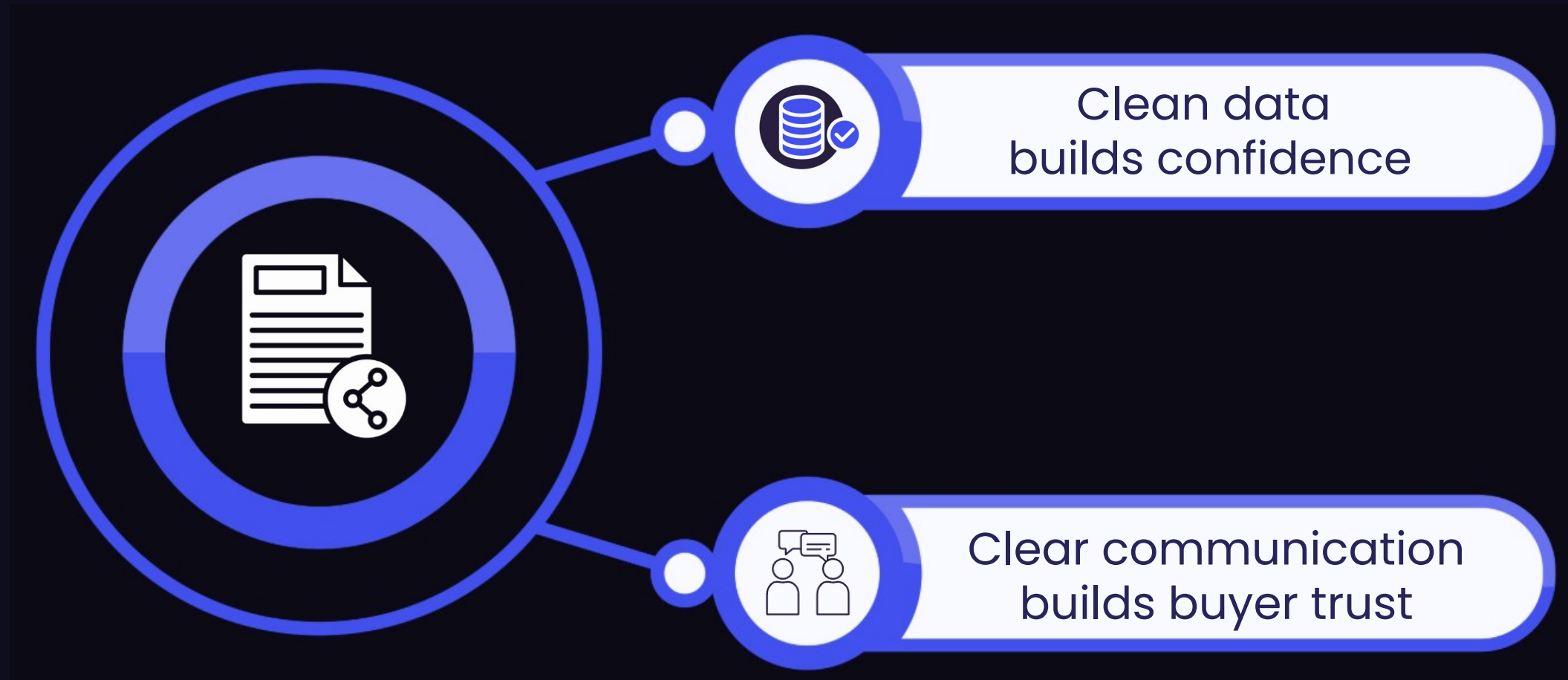
Buyers anchor on true profitability & defensible metrics

Misaligned metrics slow deals and reduce buyer trust

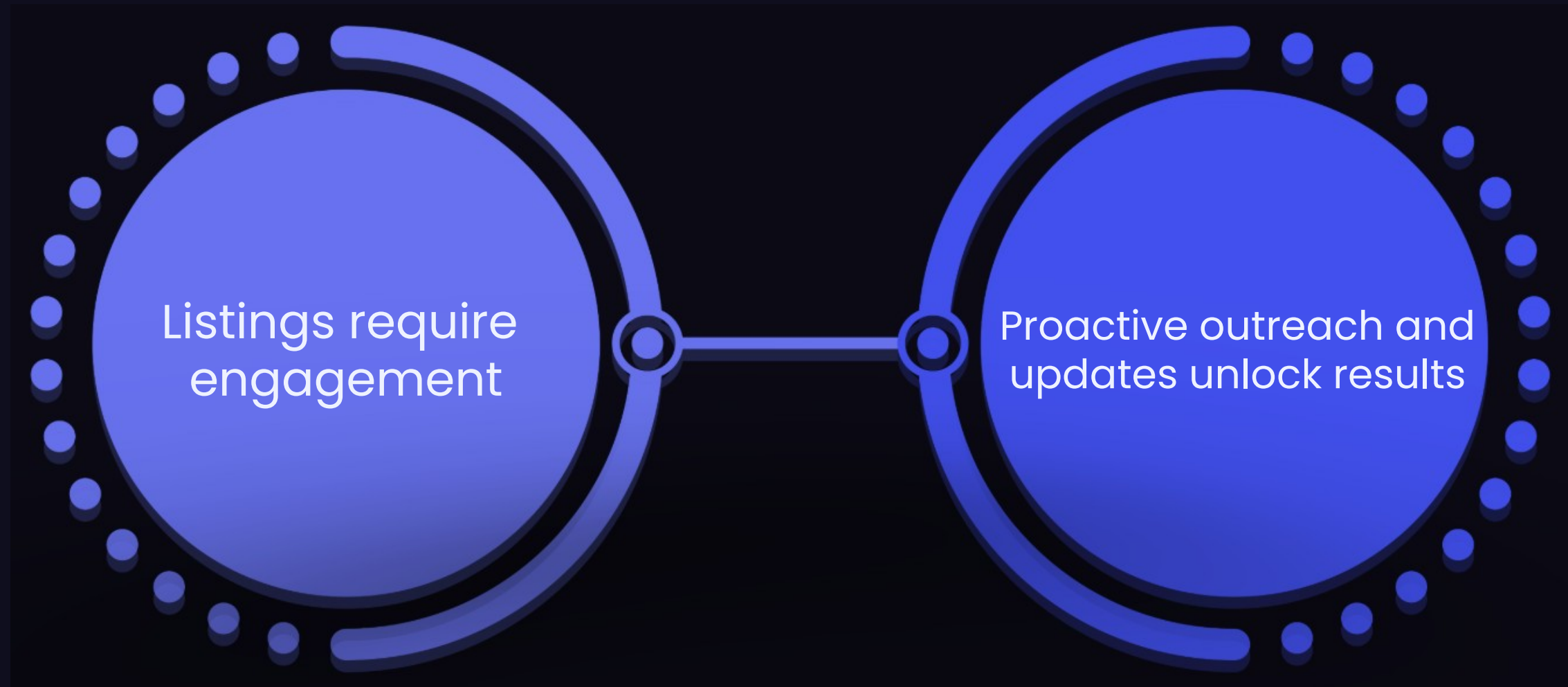


SDE-heavy stories without net profit underperform

Lesson 2: Preparation + Communication



Lesson 3: Active Deal Management



04



What's New at Acquire in 2026

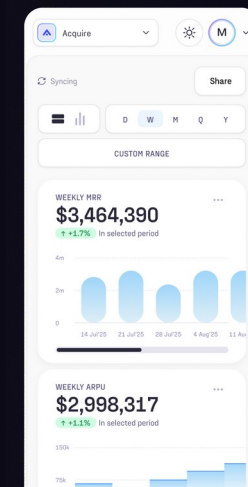
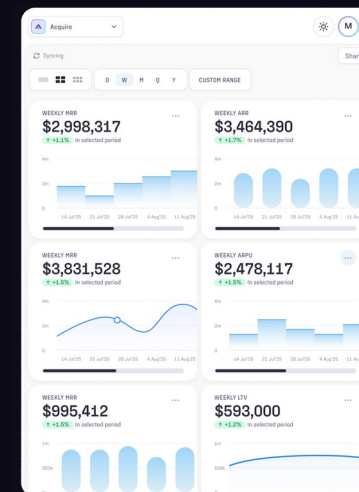
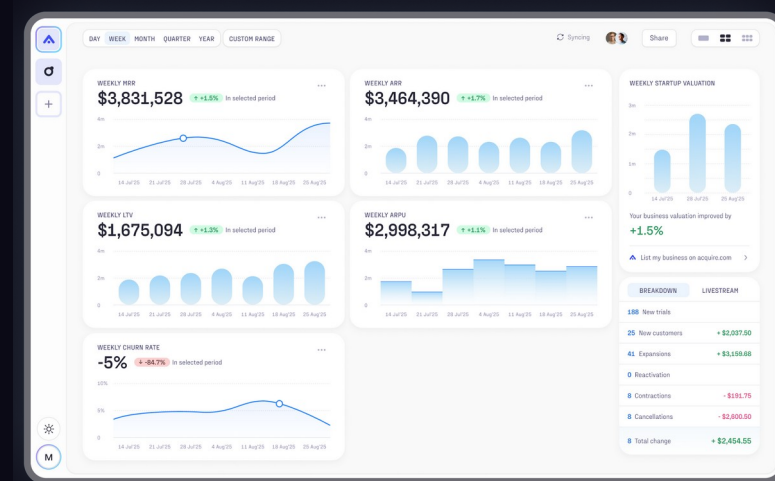
New in 2026: Introducing Metricable



Our new metrics product designed to standardize, clarify, and defend financials.

Metricable was designed to help sellers present numbers buyers can trust.

Learn more about Metricable on <https://metricable.com/>



How Acquire Helps Founders Win

Inside the Platform



Deep, active buyer pool



**Competitive offers
create leverage**



**Less time wasted on
bad-fit buyers**

Outside the Platform

**Success team support
beyond software**



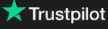
**Education, coaching,
and guidance**



**Commitment to helping
founders exit**



Trusted by Founders – Trustpilot reviews

 Search for another company... Categories Blog Log in For businesses

Business Services > Administration & Services > Business to Business Service > Acquire.com



Claimed profile

Acquire.com

Reviews 174  4.7

Business to Business Service

[Write a review](#) [Visit website](#)

4.7

Excellent

174 reviews

5-star

4-star

3-star

2-star

1-star

How is the TrustScore calculated?

Replied to 100% of negative reviews

Typically replies within 1 week

How this company uses Trustpilot

Companies on Trustpilot aren't allowed to offer incentives or pay to hide reviews.

Review summary

Based on reviews, created with AI

Reviewers overwhelmingly had a great experience with this company. Customers consistently praise the platform for its user-friendliness, efficient processes, and the quality of buyers it attracts. Consumers highlight the exceptional support they received throughout their selling journey, emphasizing the responsiveness and helpfulness of the staff.

People appreciate the platform's ability to connect... [See more](#)

Based on these reviews

CH

Chad

Dec 5, 2025



The buyer pool quality and customer service are both outstanding. I am so grateful for their service. I really am blown away with their level of attentiveness to get deals through. They also have very... [See more](#)

Company replied

Useful

Share

S

Samuel Abebe

Dec 5, 2025



My experience with Acquire.com was nothing short of excellent. The entire acquisition process was seamless and never felt overwhelming at any point. Whenever I had questions, the support team was quick... [See more](#)

Company replied

Useful

Share

D

Dan

Oct



We sold our Acquire.com super smooth had a lot of... [See more](#)

Company

Useful

Share

[See all 174 reviews](#)

Michael

US · 1 review



Verified

Excellent process and easy

Excellent process and easy - made a pretty complicated and stressful experience seamless and easy to navigate. Would recommend and use again.

ERIC

GB · 5 reviews



Great Marketplace!

I have bought over 7 online businesses on this platform, they have a lot of quality listings and really easy to navigate.

Will continue doing business with the guy at Acquire!

Samuel Abebe

US · 1 review



Verified

Seamless Experience from Start to Finish — Highly Recommend!

My experience with Acquire.com was nothing short of excellent. The entire acquisition process was seamless and never felt overwhelming at any point. Whenever I had questions, the support team was quick to offer clear, helpful guidance that made each step easy to navigate. The pool of buyers was high-caliber and professional — I never encountered any time-wasters or negative interactions, which made the process even smoother. Overall, I highly recommend Acquire.com to anyone looking to buy or sell their software or SaaS business. Outstanding platform and exceptional team!

Nicholas Patten

US · 1 review



The listing experience was super simple...

The listing experience was super simple and the website/account dashboard also made it easy to keep track of the different conversations. It also was helpful with pointing me in the correct direction as far as next steps to completion. I'd recommend to anyone looking to exit.

Itay Elgazar

NL · 1 review



If I could do more than 5 stars..

If I could do more than 5 stars, it would have been an infinite number.

I hope that sentence clarify how happy I am with the treatment I have got from Acquire.

I recently sold my company, and they made everything so ***** easy.

I can't recommend them ENOUGH. I've got priceless coaching on how to sell, what to say, how to price, that's just priceless.

Rosa has been there for me from the very beginning - calls whenever I needed, emails, whatever I needed she was just there. VERY professional.

Thanks team, I truly appreciate and I know it's just a matter of time until you see a new listing from me 😊

Adam

GB · 1 review



Verified

Fantastic all round experience

Fantastic all round experience. This is the 2nd product I've sold with Acquire.com. I've followed Andrew and the teams journey since the service started a few years ago.

Ranjeet Naiknavare

IN · 1 review



I had a great experience with the...

I had a great experience with the Acquire team while listing my business for acquisition. They made the onboarding process smooth, and on the very first day after my listing went live, I received six responses. Looking forward to positive outcomes ahead.

Sudha

US · 1 review



Fast response and resolution

I never had an issue resolved by a company in 5 minutes before my experience with Acquire. I sent an email and received what felt like an immediate response from an actual person. Excellent customer service and pleasant back-and-forth with Matt!

Looking to Sell or Buy in 2026?

-  **Sellers → Create listings that build trust and remove obstacles**
-  **Buyers → Evaluate opportunities faster with clear, structured data**
-  **Both → Close deals confidently with credibility on both sides**

Visit [Acquire.com](https://acquire.com) today!

05



Q&A