

GUIDED BY ACQUIRE

What to expect

Momentum Call

SEPTEMBER 2026



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

Agenda



Ky Pratt

LEAD ADVISOR •
ACQUISITION SUCCESS

SaaS • Turkey

\$4.5M @ 1.5x Rev

Agency • USA

\$3.6M @ 3.6x Profit

Agency • USA

\$3.3M @ 3.8x Profit

SaaS • Australia

\$2.0M @ 2.8x Profit

SaaS • UK

\$1.7M @ 7.2x Profit

SaaS • USA

\$1.3M @ 4.7x Profit

01 What to expect

02 Our Buyer Network

03 Getting Buyer Ready – Tips On Success

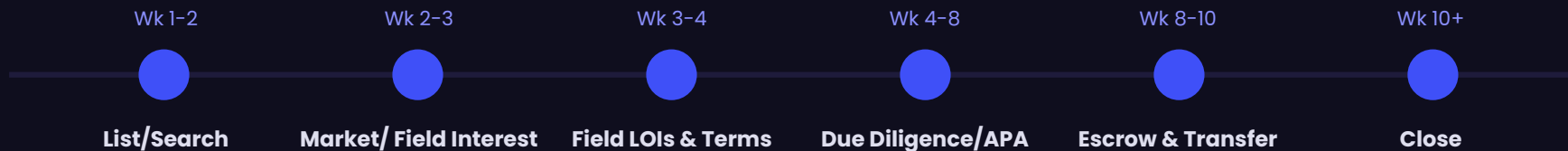
04 How to gauge buyer feedback, answer and ask questions

05 Asking for Offers and Next Steps

Avg Acquisition Timeline



What a Timeline Looks Like – Both sides



FOR BUYERS

- ✓ Have financing arranged before you submit an LOI, it builds seller confidence.
- ✓ Request a 30-day exclusivity window post-LOI to protect your diligence investment.

FOR SELLERS

- ✓ Have financials organized before you list, it speeds up offers.
- ✓ Offer a 30-day exclusivity window to your chosen buyer to keep momentum.

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

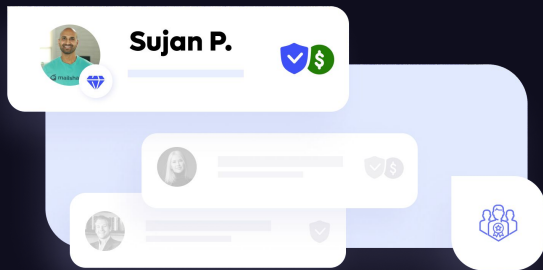
Marketplace

2–3x Profit
or 1–2x Rev

Agency

1–3x Profit
or 1–2x Rev

Vetting buyers after launch



What **you'll** be responsible for

- Answer buyer questions
- Field due diligence requests
- Share acquisition timeline

What **we do for you**

- Adding any added context around buyers we have experience with who express interest
- Providing tactical feedback during ongoing conversations
- Co-evaluating offers

Gauging interest in buyers

01

First: Buyers with verified funds

Highest priority buyers with proof of financial capacity ready to proceed.

02

Next: Buyers with verified ID

Identity-confirmed buyers vetted for legitimate interest and background.

03

Last: Buyers without verifications

General inquiries requiring identity or proof of funds before deep engagement.



Daniel T.  Verified funds: \$15.5M

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



Mary D.  Verified identity

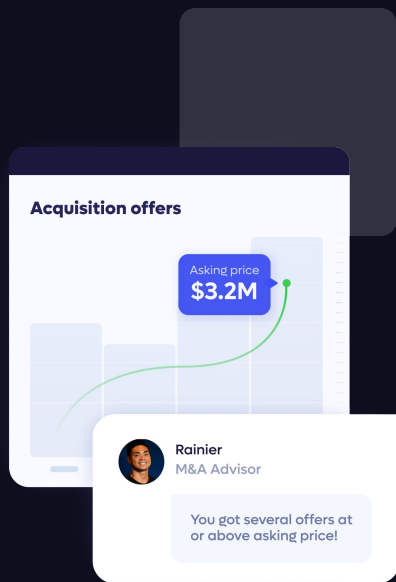
11 closed deals | Deal size: \$1.1M-\$3.5M



Miles H.

0 closed deals | Deal size: \$101k-300k

Fielding offers



What **you'll** be responsible for

- Constant observation of your listing chat inbox
- Answer buyer questions
- Offer counter correspondence as needed

What **we do for you**

- Buyer due diligence and vetting to ensure highest probability of closing
- Drive buyer interest and initiate bidding wars through targeted outreach
- Keep bidding momentum going by implementing timelines to interested buyers

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



Earnout

Performance-based · Higher ceiling

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



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



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.

Stage 1: Questions for buyers

What does your process look like? What is your ideal timeline?

How do you plan to fund the acquisition? Have you secured that funding yet?

Will you operate? What skills or experience make you confident in succeeding as an operator?

What is your typical deal structure?

Stage 2: Follow-ups and getting your first offer

What else do you need to make an offer?

What are the boxes you like to have checked to feel strong about extending an offer?

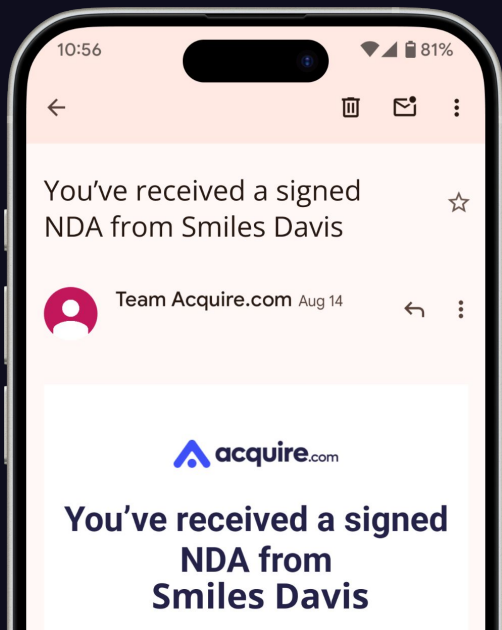
What does your process look like? What is your ideal timeline? Will you operate?

When do you plan on submitting an offer?

Next steps

05

Success Tips after live



01

Respond to all buyer inquiries

02

Review and answer
Qualify buyers

03

Include a meeting link in
every message

04

Let buyers know that you
are entertaining all offers

05

[Prepare a cadence](#) **How
Founders Can Drive Their
Own Acquisition Process**

06

Personalize your
responses

07

Create and share a
[data room](#)

08

Create and share a
[Living Q&A](#)