

SaaS Acquire

How We Helped a PE Firm Successfully Deploy a Roll-Up Strategy

FIRM PROFILE

SaaS Acquire is a private equity firm that leverages the team's experience to acquire multiple SaaS businesses, optimizes their operations, and employs a roll-up strategy to generate additional value through cross-selling and efficiency increases.

THE CHALLENGE

The team has significant domain expertise, but lacks the financial and operational experience necessary to identify high-potential targets, conduct detailed due diligence on them, and create successful strategies for maximizing operational output.

OUR SOLUTION

We worked with SaaS Acquire to develop comprehensive acquisition and roll-up strategies. We also prepared the necessary fundraising collateral that helped the firm to secure funding to execute on its plan.

This included:

- A detailed pitch deck, executive summary, fund return model, marketing materials, and lists of potential investors
- Due diligence on deals, financial analysis, underwriting, and valuation analysis
- Drafting investment memos
- Business process improvement plans
- Identifying key revenue drivers and creating strategies that leverage those drivers to maximize growth
- Creating strategic roll-up plans by finding key opportunities for synergies between diverse SaaS companies

AT A GLANCE

SaaS ACQUIRE
You List It. We Buy It.

Asset Class

- 100% equity ownership in emerging SaaS startups

Challenges

- Fundraising strategy (return modeling, pitch deck, offering documents)
- Due diligence
- Valuation analysis
- Business process optimization
- Drafting LOIs and investment memos

Solution

- Fundraising collateral
- Interim CFO
- Financial analysis
- Business improvement plans

THE RESULT

SaaS Acquire has identified multiple promising acquisition targets and is well on its way to create a market leader in the MarTech industry. Additionally, the firm used Fidelman & Co. to recognize an opportunity to acquire a potential unicorn at a discount, improve its margins, and grow it into a TeleHealth giant.

KEY TAKEAWAYS

- Outsourcing the development of your fundraising materials to an expert firm like Fidelman & Co can give you the edge you need to secure funding from top investors.
- A well-crafted pitch deck, return model, and fund documentation are essential for any successful fundraising campaign.
- Professionally-prepared fund documentation gives added confidence to investors in emerging managers.