

# SaaS Business Acquisition, Flip Targets and Exit Strategy

**Flip Valuation Table**

Description / Business Type	Asking Price	Annual Profit	Exit Multiple	Est. Exit Value	Gross Flip Profit	AJ-Holdings Profit (after 15% Seller Kicker)
Interactive content platform for leads & engagement	\$3,500,000	\$1,100,000	8x	\$8,800,000	\$5,300,000	\$4,505,000
Prom farming & marketing ( <a href="#">BlackswanFx</a> UAE)	\$199,000	\$546,012	8x	\$4,368,096	\$4,169,096	\$3,543,731
Telehealth marketing platform for digital health marketers	\$2,400,000	\$802,000	8x	\$6,416,000	\$4,016,000	\$3,413,600
B2B visitor ID tool for sales enablement	\$2,100,000	\$686,000	8x	\$5,488,000	\$3,388,000	\$2,879,800
Nutrition macro-tracking SaaS	\$2,500,000	\$750,000	8x	\$6,000,000	\$3,500,000	\$2,975,000
18 Y/O U.S. SaaS marketing platform – previously sold for \$17M	\$2,100,000	\$688,224	9x	\$6,194,016	\$4,094,016	\$3,479,914
Scalable Brand with 45K+ templates, high margins, global user base	\$2,899,999	\$723,864	8x	\$5,790,912	\$2,890,913	\$2,457,276
Role-based candidate screening platform	\$1,100,000	\$256,000	8x	\$2,048,000	\$948,000	\$805,800
Group-buy SaaS w/ premium tools & 62% margin (Hong Kong)	\$643,888	\$307,188	8x	\$2,457,504	\$1,813,616	\$1,541,574

## Why AJ-Holdings Sells SaaS Targets at 8x–9x

### 1. Interactive Content SaaS Lead & Engagement Platform

This mature platform (\$3.1M revenue, 10 years old) solves a clear B2B pain point: engaging and converting leads through interactive tools. It's highly flippable due to its institutional use case.

AJ-Holdings will repackage its offering with better cohort analytics, upgrade the UI/UX, and pitch it as an embedded feature engine for enterprise CRMs or MarTech consolidators. A PE-backed marketing platform would eagerly pay 8x+ for a sticky, proven upsell engine.

### 2. BlackswanFx – UAE-Based High-Demand Prom Farming & Marketing

This platform is dramatically underpriced at a 0.4x multiple. Its high annual profit (\$546K) makes it cash-flow gold. AJ-Holdings would localize messaging for global markets, clean up documentation, and reposition it as an influencer-monetization engine. This could be flipped to social commerce acquirers or FinTech enablers targeting the MENA region at 8x+.

### 3. Telehealth Marketing SaaS

Health marketers need plug-and-play marketing solutions. This asset offers a strong base (\$802K profit) and real market demand. AJ-Holdings will package it for HIPAA-compliant audiences, launch a content library, and create outbound B2B motion to broaden its sales. Roll-up buyers in digital health or medical marketing tech will pay premium multiples.

### 4. B2B Visitor Identification Platform

This is an under-the-radar gem for B2B sales teams. AJ-Holdings can quickly integrate lifecycle tracking dashboards, add partnerships with outbound CRMs, and reposition it as a “B2B intent signals layer.” This will appeal to PE-backed ABM (account-based marketing) platforms looking for product depth and user signals. Justifies 8x.

### **5. Personalized Nutrition SaaS Macro Tracker**

Health, fitness, and diet SaaS platforms enjoy high B2C retention. AJ-Holdings will layer in gamified features, subscription nudges, and community features. It can also be licensed to gyms, clinics, and influencers. With high engagement, this becomes an “exit-to-subscription-brand” candidate, 8x or more from the right lifestyle-health buyer.

### **6. U.S. 18-Year-Old SaaS with Recurring Revenue, Previously Sold for \$17M**

This aged SaaS asset (possibly re-acquired or under new ownership) was once sold for \$17M. It’s now available for \$2.1M. With \$688K annual profit, AJ-Holdings can restore its brand, relaunch PR, add strategic dashboards, and flip it back to institutional buyers that missed the first wave. 9x is conservative.

### **7. Templates Brand High MRR, 45K+ Users, Global**

This template platform is ripe for bundling into content creation stacks (Notion, Canva, Webflow). AJ-Holdings will streamline onboarding, add affiliate channels, and relabel it as a “creative automation hub.” Given the user base and 95% recurring income, flipping this to a MarTech or productivity suite is highly feasible at 8x.

### **8. Candidate Screening SaaS Role-Based Assessments**

B2B SaaS with direct HR application. AJ-Holdings will modernize the UI, standardize integration with ATS systems, and build a white-label offering for HR consulting firms. Acquirers in HRTech, DEI, or employee training SaaS would pay 8x+ for a role-assessment engine with proof of traction.

### **9. Hong Kong Group-Buy SaaS for Premium Tools (62% Margin)**

This is a unique niche business targeting savvy cost-saving users. AJ-Holdings can localize it for the Western market, build a recurring deal calendar, and reposition it as a “lifetime deal aggregator.” The 35K MRR + global appeal = easy flip to platforms like AppSumo or SaaS promotion roll-ups. 8x+ exit likely.

### **Summary 9 businesses**

- For a total asking price of \$18.5M
- With a combined profit of \$5.2M
- That AJ-Holdings can reasonably flip for \$42M+
- Resulting in \$24M in total arbitrage
- And \$20.4M in retained profit after seller equity kickers

## **AJ-Holdings SaaS Exit Strategy**

Below is a list of five realistic buyers for each of the nine SaaS targets, including likely purchase prices based on comparable deals in the current market.

### **1. Interactive Content Platform (e.g., H5P-like)**

- D2L – Bought H5P in a strategic content expansion. Likely offer: \$8M–10M (8× profit)
- Outgrow.com – Active in the interactive marketing space. Offer: \$7–9M
- Chili Piper – SaaS sales engagement tool adding interactive demos. Offer: \$8–10M
- SAP – Similar to WalkMe acquisition (\$1.5B), mid-tier play: \$7–9M
- SaaS.roll-ups (like Constellation / Vista) Offer \$6–8M

## **2. BlackswanFx - Prom Farming/Influencer Tools**

- Local/regional marketing roll-ups (MENA-focused) \$3–4M
- SaaS.group – Boots small SaaS with niche user base. Offer: \$2.5–3.5M
- Shop Circle – Expanding beyond e-commerce; \$3–4M
- Social commerce platforms – Offer \$2–3M
- Digital marketing PE groups – Offer \$3–5M

## **3. Telehealth Marketing Platform**

- Fabric – Actively acquiring telehealth assets. Offer: \$6–8M
- Hims & Hers – Bought Zava recently. Offer: \$5–7M
- Teladoc Health – Buys mid-market telehealth targets. Offer: \$6–9M
- Cigna / Evernorth – Growing via MDLIVE acquisition. Offer: \$5–8M
- Private equity in health tech (e.g. Datavant, Commure) – \$6–8M

## **4. B2B Visitor Identification Tool**

- ZoomInfo / Clearbit – Add-on tool capability. Offer: \$4–6M
- Dealfront / Leadfeeder / Warmly – Direct competitors. Offer: \$3–5M
- Sales engagement platforms like Chili Piper. Offer: \$4–6M
- Hubspot – Would integrate as lead-gen feature. Offer: \$5–7M
- E-commerce SaaS groups (like Shop Circle). Offer: \$3–5M

## **5. Personalized Nutrition / Macro Tracker**

- MacroFactor – Established macro-tracking app. Offer: \$3–4M
- Cronometer – Health data aggregator. Offer: \$4–6M
- MyFitnessPal (Under Peloton's brand) – Suite expansions. Offer: \$5–7M
- AI nutrition startups (e.g. Lean, Foodvisor) – Offer: \$3–5M
- Wellness/telehealth roll-ups – Offer: \$4–6M

## **6. 18YO U.S. SaaS Marketing Platform**

- PE-backed marketing groups (e.g. Klick Health) – \$15–20M valuation seen
- Private equity platforms (Thoma Bravo, GTCR, Vista) – \$12–15M
- Large MarTech firms (e.g. Adobe, Oracle) – \$12–16M.
- Healthcare marketing acquirers – \$10–14M
- Digital marketing roll-ups – \$10–13

## **7. Templates Brand - 45K+ users**

- Canva – Strategic add-on. Offer: \$6–8M
- Webflow / Figma – Template libraries. Offer: \$5–7M
- Creative asset roll-ups (e.g. Envato) – \$4–6M
- Shopify app acquirers (Shop Circle, Relay Commerce) – \$5–7M
- MarTech suites – \$5–7M

## 8. Candidate Screening Platform

- HireDNA / HeroHunt / Manatal – Direct fit. Offer: \$4–6M
- Workday / UKG – Expand screening capabilities. Offer: \$6–8M
- ATS providers (Teamtailor) – \$5–7M
- AI recruiting roll-ups – \$4–6M
- HR-tech PE platforms – \$5–7M

## 9. Group-Buy SaaS - Premium Tools, 62% Margin

- AppSumo – Aggregator acquirer. Offer: \$3–4M
- SaaS.group – Already in group-buy space. Offer: \$2.5–4M
- Deal platforms (Notion Marketplaces) – \$2–3M
- Lifetime deal websites – \$2–3M
- SaaS app roll-ups – \$3–4M

## Estimated Buyer Prices at Exit - 8×–9× multiples

These potential acquirers provide credible exit pathways at the targeted 8–9× profit multiples. As we pursue the exit of each SAAS platform, we will aggressively pursue the maximum potential buyer list for each one.

## Possible Current Available SaaS Target For AJ-Holdings to Buy

Source	Revenue	Yearly Profit	Monthly Profit	Asking Price	Multiple	Age	Flip Profit
Acquire	\$3,100,000	\$1,100,000	\$91,667	\$3,500,000	3	10	\$5,300,000

An interactive content platform to drive engagement, leads, and sales at scale. This interactive experience platform empowers businesses to create and launch high-performing, interactive content at scale.

Using a no-code to low-code builder, it allows teams to quickly produce customized experiences with advanced data-driven features and a library of ready-to-use templates. The platform helps businesses attract, engage, and convert leads while supporting key marketing goals such as demand generation, audience engagement, sales enablement, and brand awareness.

- Enables creation of interactive content experiences at scale
- No-code to low-code builder with advanced customization options
- Offers data-driven features and a wide range of templates
- Supports demand generation, audience engagement, and sales enablement
- Helps to improve lead quality and conversion rates
- Drives brand awareness through engaging, personalized content experiences

**Asking price:** \$3.5M

**Multiples:** 3.1x profit, 1.1x revenue

### Asking price reasoning

Based on strong recurring revenue and profitability they are asking for a 3x multiple on their SDE. They are prepared and looking to close quickly with the right buying party. SDE: 1.1M

### Recent performance

#### TTM REVENUE

 \$3.1M

#### TTM PROFIT

 \$1.1M

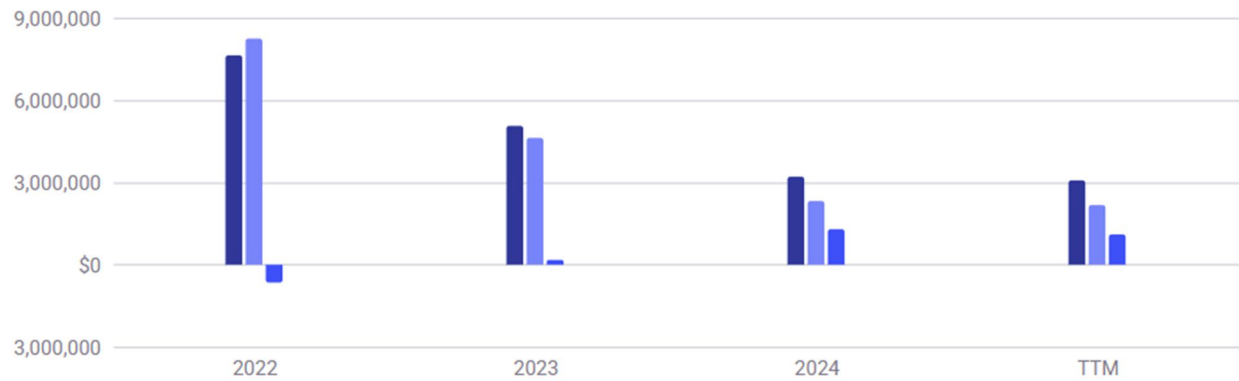
#### LAST MONTHS REVENUE

 \$203k

#### LAST MONTHS PROFIT

 \$62k

### Annual snapshot



	2022	2023	2024	TTM
<u>Revenue</u>	\$7,660,414	\$5,090,319	\$3,239,257	\$3,105,795
<u>Expenses</u>	\$8,269,862	\$4,652,761	\$2,354,232	\$2,206,704
<u>SDE</u>	\$-647,053	\$174,370	\$1,326,830	\$1,137,467

### Customer metrics

#### CUSTOMERS

 51-100

#### ANNUAL RECURRING REVENUE

 \$2.4M

#### ANNUAL GROWTH RATE

 -22%

#### CHURN RATE

 10%+ Downwards

### Company overview

- Date founded - Jan 2015
- Team size - 2-20

### Business model

- Subscription
- Business-to-business (B2B)

They have several tiers based on team size.

**Tech stack**

- Amazon Web Services
- Google Cloud
- HTML
- C#
- Cloudflare
- SQL
- jQuery
- .NET
- Razor
- BackboneJS

**Competitors**

- Ceros
- Outgrow
- Bynder

**Growth opportunities**

- New product features
- Hire a sales team
- Expand to new markets
- Increase digital marketing

**Key assets**

- Intellectual property
- Marketing materials
- Codebase
- Website
- Brand
- Customers
- Domain
- Social media accounts
- Trade names

**Acquisition details and Selling Reasoning**

- Business challenges
- Other

**Financing**

- Loans
- Private Equity