


PIPELINE

Prior to merging into an ASX listed company, the owner of real estate B2B SaaS business Renet, realized the business didn't fit the growth strategy of the merged entity. Strike Capital led the private equity investment and acquired Renet in 2017 and simultaneously acquired iRealty, another B2B SaaS business in the real estate vertical. Both businesses had legacy software with technical debt and with well funded Prop-techs entering the market, Strike Capital as its new owner, refreshed the management team and encouraged both businesses to completely rebuild their technology to cater to the evolving trends. Both businesses are now both well poised to capture market share or be acquired.



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