

# About

## A Boutique Private Investment Firm, M&A and Growth Advisory

We ethically acquire your Software, SaaS or MSP business. Enabling a faster, more lucrative exit or succession for you as a business owner. Our value creation process is a combination of proven go to market tools from 20+ years experience combined with new approaches artificial intelligence and through acquisitions.

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## Win-Win-Win-Win

We are committed to scaling ethical companies: moving the needle for both our investors and the world at large. Join us in our journey towards a more abundant, sustainable tomorrow.

## Good for Employees

**We believe that employees are the most important asset.** And so we encourage radically outspoken family cultures to use their potential more effectively. By ensuring proper succession, we will save 1000s of workplaces. We ensure Employees participate with proper ESOPs and management with Shares.

## Good for Investors

We believe in scaling up our operations quickly to maximize returns to investors, and we also strive to mitigate risks by strategically leveraging our extensive human capital and deep

expertise in this area.

## **Good for Business Owners**

As a business owner, you have worked hard to build and grow your company. With our 60 day digital M&A process and our focus on [digital transformation](#), you can trust us to help you take your business to the next level. With our expertise and extensive network, we will help you unlock the full [potential of your business and maximize](#) its value for you.

## **Good for the World**

We believe in exclusively building companies with a net positive on the world, relentlessly holding our businesses to the following values: Superior Care, Incredible Drive, Brilliant Creative, Exceptional Truth & Respect and Unlimited Learning.

## **Building a Better World of Values**

Join us in Making the World a Better Place with Our Value-Driven [Investment Approach](#).

### **Superior Care**

Customer satisfaction is our top priority. We value people and the environment. [Cash flow](#) is king for smooth operations.

### **Incredible Drive**

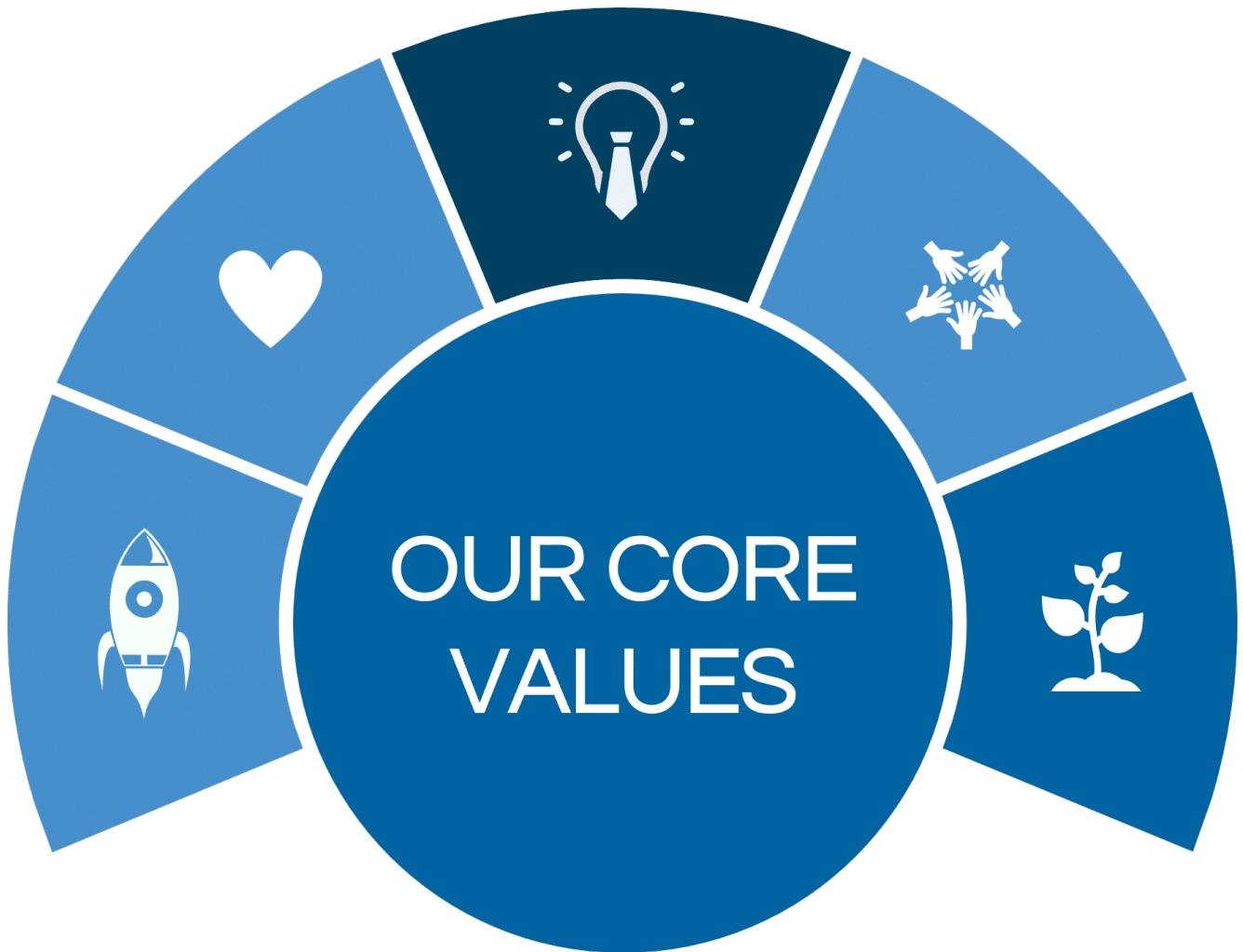
We are determined, hardworking, and reliable. We take calculated risks, prioritize action, and encourage self-responsibility for positive outcomes.

## Brilliant Creative

We deliver results in new and interesting ways.

We are dreamers and big thinkers with even bigger ideas

We value each other's differences.



## Exceptional Truth & Respect

We value honesty and diversity, and we speak our minds even if it's unpopular. We prioritize loyalty to each other and the organization.

## Unlimited Learning

We prioritize learning, informed decision-making, and innovation without fear of failure. We value mindset and passion over skill-set.

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# **Building a Better Tomorrow with sustainable Investment**

Join us in our Journey towards a more Abundant and Sustainable Future

## **Follow the 17 UN Global Goals**

We are committed to making a positive impact on the world and aligning our business practices with the 17 United Nations Sustainable Development Goals. We strive to make a lasting difference in the world and create a better future for all.

## **Diversity & Inclusion**

We believe that diversity and inclusion are essential for creating a healthy and thriving business. We strive to foster a culture of acceptance and respect, where everyone is valued and given the opportunity to succeed.

## **Long-Term Win-Win-Win-Win**

We believe in creating long-term win-win-win-win relationships for you as a business owner, with our employees, investors, and the world at large. We strive to create value for all stakeholders and ensure that our business practices are sustainable and responsible.



## **Employees Happiness & Participation**

We believe that happy employees are productive employees. That's why we strive to create a positive and supportive work environment where employees can grow and thrive. We also believe in empowering employees to participate in the decision-making [process and share in the success of the company.](#)

## **Think Global – Act Local, Buy Local**

We understand the importance of thinking globally and acting locally. We believe in supporting local communities and economies by sourcing products and services from local suppliers. This helps to reduce our carbon footprint and contribute to sustainable development.

## **CO2 Reduction & Compensation**

We are committed to reducing our carbon footprint and compensating for any emissions that we cannot avoid. We believe that it is our responsibility to protect the environment and ensure a sustainable future for all.

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## **Building Better Investment Teams through Servant Leadership**

With a diverse range of expertise and a passion for helping businesses succeed, our team is ready to help you reach your full potential.

## **Hi, I am Lukas Hertig**

### **Senior Partner and Founder at 23 Investments**

I am a results-driven, innovative international executive with over 20 years of experience in IT, software, SaaS, and cloud sectors. My passion lies in scaling businesses, driving M&A success, and empowering teams to deliver exceptional results. Throughout my career, I've successfully scaled ventures from \$600K to \$225M+ ARR with significant profits, led and

influenced global teams of 650+. And managed multiple high-impact M&A transactions creating billions of dollars of value.



[Linkedin](#)

## About

**I thrive as both a strategic leader and hands-on contributor.**

I excel at combining servant leadership with automation and AI-driven innovation to build autonomous teams and implement lean, scalable company operating systems. My expertise spans buy-and-build strategies, deal structuring, private equity value creation, and post-merger integration, all with a focus on sustainable growth and maximizing company value.

Recently, I've transitioned to focus on leveraging my expertise and network through **23 Investments**, where I am:

- Investing in software, SaaS and IT companies with untapped potential, including distressed ones.
- Coaching entrepreneurs to achieve faster, sustainable, and creative growth. In combination with healthy profits. But without growth by all means.
- Guiding businesses in navigating transformative growth through acquisitions and achieving highly profitable exits.

**My mission is simple: to maximize the number of people, their families and their businesses.**

I combine time-tested business principles with modern digital marketing, automation, and AI strategies to deliver measurable results – without the guesswork, time waste, or complexity. And disrupt traditional industries.

I have deep experience in optimizing financial performance, driving profitable revenue growth, and implementing cost efficiencies, while leveraging AI and digital transformation to enhance operational excellence. Whether through strategic partnerships, M&A advisory, or building high-output teams, my focus is always on delivering measurable results.

I've also had significant personal growth alongside my professional journey. From embracing strength training to wrestling with mental issues, I know firsthand the value of persistence, adaptability and continuous learning.

## □ **Key Focus Areas** □

### □ **Corporate Development & M&A**

Expertise in buy-and-build strategies, roll-ups, strategic acquisitions, and exits—delivering high valuations, valuation arbitrage, and sustainable growth.

### □ **Private Equity & Venture Capital**

Advisory experience with PE-backed companies and early-stage startups, specializing in Software, SaaS, Cloud Computing, Web Hosting, and Technology.

### □ **Servant Leadership**

Leading through empowerment, fostering innovation, and building autonomous, high-performance teams and scalable company operating systems.

### □ **Artificial Intelligence & Digital Innovation**

Extensive experience integrating AI into M&A processes,

business operations, sales, and marketing automation to drive transformation.

### □ **Creative Growth Strategies & Scaling Go-to-Market**

Proven success in scaling SaaS and cloud businesses through innovative marketing and sales strategies, partnerships, automation, and AI-driven solutions.

## Experience

- **2018-2024: SVP Business & Corporate Development.** Built up global partnerships including Amazon, Microsoft, Google, DigitalOcean and overall ecosystem (20M+ ARR, 25%YoY). Driving Growth Strategy & multiple M&A transactions. Advised 50+ Tech Startups.
- **On-going: Advisor to Chainstack and others. Occasional Guest Lecturer at FHNW and FHLU Universities in eCommerce.** Member of Startup Grind, R3 Venture fund, Growthmentor. Global international network of HNWI. [Angel Investor](#) in multiple startups in tech and blockchain.
- **2012-2017: Head of Global Marketing Strategy, later CMO.** Ran overall Marketing Strategy for Parallels and later built up the Plesk (Spin-off of Parallels) Marketing Team as a CMO across multiple locations. 30+ Staff, 25M+ Budget.
- **2004-2012: Various International Sales & Sales Director/VP Positions** building up multiple Software divisions across EMEA in Parallels/Odin, organic and inorganic. 15+ Staff, 20M+ Sales w/ 20% YoY consistent growth.

## Education

- **Corporate Finance Institute (CFI):** Financial Modeling & Valuation Analyst (FMVA)®
- **REFORGE: Advanced Growth Strategy.** I was one of 200 selected people from over 5000 applications that was

allowed to join the Advanced Growth Strategy studies from March to May, 2020. The Advanced Growth Strategy is designed for growth leaders who influence growth, product, or business strategy at their organizations.

- **The Dealmakers Academy**: Specialized course, coaching program in the M&A space. Member in the Mastermind
- **Dealmaker Wealth Society**: Specialized course and coaching program in the M&A space.
- **University of Applied Sciences and Arts Northwestern Switzerland FHNW**: Business Information Systems

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## Interested in joining our Team?

Join us and be part of a movement that's shaping the future of private investments. With our commitment to success and our innovative approach, we're paving the way for a new era of growth and prosperity. Don't miss out on this opportunity to be a part of something truly special.

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# Why have we chosen 23 in our name?

The number 23 holds significant meaning in numerology as well as in various cultures and traditions.

## [The Power of 23](#)

The number 23 in numerology is associated with creativity, versatility, and adventure, and has a high potential for success. It's a master number that inspires people to take risks and explore new opportunities, making it a powerful tool for those seeking growth and abundance.

## [Rich Cultural Significance](#)

The number 23 has a fascinating and diverse history of cultural significance. In ancient China, it was believed to be a lucky number. In mathematics, it's one of the first prime numbers. In popular culture, it's been referenced in literature, music, and film, adding to its iconic status.

## [The Synergy of 2 and 3](#)

The numbers 2 and 3 in numerology represent balance, harmony, partnership, creativity, self-expression, and optimism. When combined, they create a powerful synergy that promotes growth, success, and abundance.

## Investing with Purpose

Choosing 23 as the name for your private investment firm speaks volumes about your approach to investing. It suggests a bold, innovative, and successful approach that's driven by a powerful energy and a strong sense of purpose. The combination of 2 and 3 reflects your vision for transforming and growing high-margin [retail brands into digital](#), omni-channel success stories, using the balance, harmony, creativity, and optimism necessary to make it a reality.



investments