

# Our Approach

## Our Unique Business Acquisition Approach

Say goodbye to lengthy and complicated deals, our process is designed to make the transition quick and seamless for all parties involved.

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## Your Potential: Our Target Sectors

We invest in profitable software, SaaS, MSP, and IT companies (€0.25M–€10M profit) in the DACH region and Europe, focusing on vertical market software. Our value creation combines traditional go-to-market strategies with automation, AI, scalable sales playbooks, partner programs, ecosystem growth, and scaling through strategic acquisitions to transform businesses into high-performing, scalable organizations.

### Core Focus

- Software, SaaS, AI
- IT – Managed & Hosting Service Providers
- Digital Agencies
- eCommerce
- Distressed

### Add-Ons/Bolt-Ons

- Media Channels (traditional & social)
- eLearning

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# **We offer business owners with 2 different options**

Leave Your Legacy in Safe Hands: 100% Buyout or Majority Ownership Options

## **100% Buyout**

## **Majority Ownership by 23.investments\***

\*Note: we currently don't offer minority investments.  
In case of Majority investments, we aim to take over 100% after no longer than 3 years – or less.

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## **Your business *ideally* has the following characteristics:**

### **Strong profitability**

Consistently high margins that are healthy and sustainable.

### **Competitive edge**

A unique advantage that sets it apart from others in the market, such as a strong brand, community presence, or specialized niche.

## **Simple and understandable**

A straightforward business model that can be easily explained to anyone, even your parents.

## **Healthy financials**

A proven track record of generating at least 250k in profit annually, and up to 10M.

## **Successful track record**

A minimum of 3 years of successful operations, preferably with even longer-term success.

## **Top-notch team**

A high-quality team with a positive culture and proven success in the industry. Ideally one of the team members can be the succession of you as the owner in case you decide to leave.

## **Ethical and transparent**

A positive and ethical approach, with no questionable or sketchy practices.

## **Looking for Succession**

High motivation to exit. Realistic expectations or at least open to it.

## **Low to Medium Digital Maturity**

We are digital experts and are happy to have a challenge and future opportunity.

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# A Simplified Mergers & Acquisitions Approach

23.investments simplifies the M&A process by leveraging technology, standardizing processes, focusing on value, and simplifying [legal and financial terms](#). We work closely with you as an owner to build trust and create a collaborative, streamlined process that delivers results. With 23.investments, you can achieve a straightforward exit that protects your team and culture while maximizing value.

## Appointment in 24h

1

## First offer in 7 days

2

## Close the deal in 2 months

3

## Technology-driven efficiency

- We use automation and artificial intelligence to streamline the M&A process and reduce the amount of manual work involved.

## Standardized Processes

- We have clear, consistent processes in place for evaluating and executing M&A deals, which helps to reduce complexity and eliminate uncertainty.

## Value-focused Approach

- We prioritize the key drivers of value for both parties

and work to align their interests, which helps to create a more efficient and effective process.

## **Simple legal and financial terms**

- We strive to make legal and financial terms understandable and straightforward, which helps to speed up the process and reduce the risk of misunderstandings.

## **Trust-based relationships**

- We build trust and establish strong relationships with our partners, which helps to create a more collaborative and streamlined process.

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## **Data Security & Privacy during M&A**

We are committed to providing our business partners with peace of mind during the M&A process, especially when it comes to their sensitive data. That's why we follow strict IT-security protocols and best practices to ensure that your data remains secure throughout the entire transaction.

## **IT & IT Security Assessment**

As part of the transaction, we analyze your IT infrastructure and security measures will be thoroughly assessed to identify potential vulnerabilities and areas for improvement.

## **Secure Data Transfer Process**

When transferring data between our organizations, it is important to use secure methods such as encrypted file transfers and secure data storage according to Swiss law, hosted in Switzerland and/or the European Union. Combined with

a strong backup plan.

## **Data Privacy & Regulation**

The target company should ideally comply with all relevant data privacy regulations, such as the EU General Data Protection Regulation (GDPR) and Swiss Data Protection Laws. And we focus on improving such compliance after a transaction.

## **A comprehensive Incident Response Plan**

In the event of a security breach, we have a well-defined incident response plan in place to minimize the damage and restore normal operations as quickly as possible.

## **Strong Access Controls**

We use strong access controls, such as multi-factor authentication and role-based access controls, to prevent unauthorized access to sensitive information.

## **Monitor and update Security Measures**

We review and implement monitoring and updating of security measures to ensure that the target company's IT infrastructure remains secure over time.

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## **FAQs**

Get the answers to your pressing questions about selling your small business to us with our comprehensive FAQs.

## **What if I'm not ready to sell my business yet?**

It's understandable if you're not ready to sell your business just yet. That's why we provide a supportive and non-pressure environment. We're here to help you make the best decision for you and your business. And when you're ready, we'll be here to guide you through the process.

## **Will I lose control of my business after I sell it to you?**

Absolutely not. As a business owner, you have the final say in any decisions regarding your business. We work with you to ensure that your legacy is preserved and your [business continues](#) to grow and succeed. You also have the option to stay after the deal.

## **What happens to my employees after the sale?**

We understand the importance of your employees and their role in the [success of your business](#). That's why we prioritize their well-being and job security after the sale. We'll work with you to ensure a smooth transition and support your employees through the process.

## **What if my business isn't doing well?**

We're here to help businesses of all sizes and stages, even those that are struggling. Our goal is to help businesses grow and succeed, and we have the expertise and resources to do just that.

## **Can you help with my digital transformation?**

Definitely! Our team has extensive experience in [digital transformation](#) and can help you move from paper-based processes to a fully digital, streamlined operation. This will help improve efficiency and boost your [bottom line](#).

## **How long does the process take?**

Our target is always 60 days. The process of selling your business can vary in length, but we work efficiently to ensure a smooth and timely transaction. We'll keep you informed and updated throughout the process, and we're always available to answer any questions you may have.

## **What if I don't agree with the sale price?**

We understand that the sale price is a crucial factor in the decision to sell your business. Our team will work with you to determine a fair and reasonable price that meets your needs. If you're not satisfied with the price, we'll negotiate until we reach an agreement that works for both parties.

## **How do I know if my business is eligible for acquisition?**

To be eligible for acquisition, your business should have a strong track record and potential for growth. Our team will evaluate your business to determine if it's a good fit for our investment portfolio. 23.investments offers full or partial cash out in deal sizes from 0.5-20M revenue.

## **What happens to my customers after the sale?**

Your customers are important to us, and we'll work to ensure a smooth transition for them as well. Our goal is to preserve your legacy and maintain the relationships you've built with your customers.

## **Can I stay involved with the business after the sale?**

Yes, in some cases, we offer the option for business owners to stay involved with the business after the sale. Our team will work with you to determine the best arrangement for you and your business.

## **How do I get started with the process?**

Getting started is easy. Simply [fill out our online application form](#) and a member of our team will be in touch with you shortly. We'll guide you through the process and answer any questions you may have.

## **Is selling my business the right decision for me?**

Only you can make that decision. But if you're looking for a partner to help grow your business, support your employees, and preserve your legacy, we're here to help. Our team will work with you to determine if selling your business is the right decision for you and your future.

**Ready to**

**Take Your Business to the Next Level?**

**Apply Now!**

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**Know someone else who could be a  
good fit for us?**

[Click here to join our referral program](#) and our circle of success and earn big rewards for every successful introduction you make. Help us grow our impact, and grow your wealth in the process.