

Profile number

109616

App for training, engagement & communication, including content for various industries.

Located in

Noord-Brabant

Also interesting for this region (s)

All of the country

General information**Sector**

Service industry

Type of company

Training / education

Legal entity:

Private limited company

Type of transaction

To be determined

Life phase enterprise

Growing

Employees in FTE

5 - 10

Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

Financial information**Turnover last financial year**

€ 500.000 - € 1.000.000

Asking price

To be agreed

Earnings before taxes

Confidential

Company history/background**Who we are:**

We started as an online training agency and, since August 2022, we have our own app, primarily focused on training operational employees. In addition to the app, we also develop content, including more than 1,000 training videos. Our clients include various well-known organizations as well as SMEs. Why we are selling: We

invested over €1 million in our app, in addition to significant investments in content development. Despite the quality (user satisfaction rating of 4.7 stars), our growth is limited due to a lack of resources for marketing and sales. One of the partners is stepping down due to health reasons; the remaining partners are seeking more financial stability, as cash flow remains challenging and a lot has been invested. Opportunities: Full or partial acquisition of the company, sale of the source code only, sale of content for a specific industry, or joint further development of the software.

Our focus is on online training, primarily for operational employees. Our app is widely used for onboarding, LMS, continuous learning, continuous listening (feedback and questions), creating custom content, internal communication, organizing live trainings and events, a knowledge base, assessments, access to other apps, and actively engaging and challenging employees. In addition, we develop high-quality plug & play content, including complete video trainings, for various sectors. We also provide custom content tailored to the specific needs of our clients.

Unique selling points

- We offer an app with a wide range of ready-to-use content for operational employees.
- We excel at combining learning, challenge, communication, and fun. This motivates employees to complete training and continue using the app actively.
- The app applies smart social media principles to encourage daily engagement and continuous learning.
- Employees follow a personalized learning journey, where they are onboarded, trained, and engaged with the organization.
- The app is built with flexibility in mind, making it easy to configure custom solutions.
- Thanks to its scalable architecture, the app is suitable for both small and large organizations, and can be used across various countries and sectors.
- New clients can be up and running within 5 minutes.

Other

Who our company is interesting for:

- For training providers looking to further digitize or expand their offerings with industry-specific content.
- For staffing agencies aiming to train and better retain their temporary workers.
- For software providers (such as HR or workforce planning systems) seeking to strengthen their portfolio with a powerful employee app.
- For an entrepreneur with commercial and marketing expertise who wants to grow the company together with us.
- For organizations focused on employee engagement and assessments.
- For larger organizations looking to quickly launch their own employee app.

Owners' intention: Two of the three partners are open to taking an active role in the further growth of the company, or to developing a targeted proposition for a specific audience.