

Profile number

110749

Internet company with its own software platform, AI-driven execution, and scalable growth model

Located in

West Netherlands

Personal data

Sector

IT service

Type of company

Website

Legal entity:

Limited Company

Type of transaction

Shares

Life phase enterprise

Growing

Employees in FTE

< 5

Type of buyer:

- MBI candidate
- Strategic acquisition

Financial information

Turnover last financial year

€ 250.000 - € 500.000

Asking price

To be agreed

Earnings before taxes

Confidential

Company history/background

The company operates at the intersection of software, websites, funnels, and online marketing. It provides an integrated digital platform that allows clients to manage their online presence, customer journey, bookings, payments, and commercial processes in a single environment.

The company distinguishes itself from a traditional internet agency by not only building websites on a project basis, but also working with its own subscription-based software platform, standardized implementation

processes, and additional support. This results in a combination of recurring software revenue, project-based implementation revenue, and further upsell opportunities within the existing customer base.

An important distinguishing element is the practical application of AI within operations. AI is already being used for, among other things, content creation, initial website concepts, campaign preparation, sales support, internal documentation, and support preparation.

This ensures faster delivery, higher standardization, and less reliance on linear staff growth. For a buyer, this offers a clear advantage over comparable parties that still organize their execution largely manually.

The company has built a strong position within a specific niche market with a loyal customer base, a good track record, and demonstrable commercial demand. There is an existing customer portfolio, an established lead database, high customer satisfaction, and multiple effective acquisition routes.

In 2025, revenue of approximately €476,000 was realized with a normalized EBITDA of approximately €137,000, equivalent to an EBITDA margin of approximately 29%. Revenue for the first quarter of 2026 is nearly 45% higher than in the same period in 2025. Over 60% of the revenue is recurring in nature due to software subscriptions and ongoing customer relationships.

Unique selling points

The company is compactly organized, digitally structured, and highly standardized. Execution is carried out by a small expert team in the Netherlands, supplemented by specialized external partners. Due to the combination of software, established processes, automation, and AI, the business model is more scalable than a traditional hourly or project-based agency.

For a strategic buyer, the company offers multiple direct growth opportunities. These include increasing software revenue per customer, expanding with additional modules and services, further automating execution, scaling up marketing and sales, partner and affiliate models, and selective rollout to related markets.

Other

The company is particularly interesting for a strategic market player looking to strengthen its existing position with a proven software platform, recurring revenue, commercial funnels, existing customer relationships, and an AI-driven delivery model. A buyer with additional sales force, distribution capacity, or complementary services is expected to be able to scale up the existing base at an accelerated pace.

The entrepreneur is willing to cooperate in a careful and smooth transfer. Preferably, this concerns a share transaction.

Further information may be shared after the signing of a confidentiality agreement.