

Profile number

104991

Geolocation-driven leisure platform seeks growth investors

Located in

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 - 10

Type of buyer:

- MBI candidate
- Strategic acquisition
- Investor

Financial information

Turnover last financial year

Confidential

Asking price

€ 250.000 - € 500.000

Earnings before taxes

Confidential

Company history/background

Successful through local knowledge

The company in question is a spin-off of a successful publisher. The platform, including the App, offers users fun, useful, and relevant content that is successful due, among other things, to deep knowledge of locations.

Relevant data about users

As more and more relevant data is collected about users, the platform becomes increasingly better at making suggestions. Consequently, the company/platform becomes increasingly relevant to users and increasingly indispensable in the leisure sector.

Unique selling points

Relevant for other channels

As the platform becomes increasingly relevant to users, this company is also becoming increasingly relevant to other leisure channels, such as channels focused on offering events or booking travel, hotels, airline tickets, and other transportation. From 2024 onwards, a substantial EBITDA is expected to be realized.

In the coming two years, further investments are desired for this purpose in:

- team development
- further development of the platform (Web + App)
- marketing

Other

Participation

The company is seeking an investor willing to provide additional capital of 400,000 euros. Participation in the share capital, as well as other forms of financing, are open for discussion.