

## Profile number

110774

## SaaS solution for social safety

### Located in

Netherlands

## Personal data

### Sector

IT service

### Type of company

Software development

### 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

€ 0 - € 100.000

### Asking price

To be agreed

### Earnings before taxes

Confidential

## Company history/background

The company develops and operates a specialized SaaS solution in the field of social safety within organizations. The software originated from practical experience and therefore aligns well with the concrete needs of organizations that wish to professionally safeguard social safety.

The platform is built in Python and is currently in successful use by approximately 100 customers. The company has developed into a reliable software supplier within a socially relevant and growing market segment. The current owner wishes to focus more on related professional activities in the future and is therefore seeking a

suitable buyer who can further expand the company.

The company offers a software platform that allows employees, students, members, or other stakeholders to contact a designated care provider in a safe and accessible manner. This contact can take place anonymously if desired.

Through the portal, the care provider can view contact requests, manage files, and generate anonymized management reports. In doing so, the software supports organizations in identifying, following up on, and reporting issues related to social safety.

The company operates with a standard licensing model with annual automatic renewal. A large portion of the revenue is recurring, and there is high customer retention.

## Unique selling points

The company's distinctiveness lies in the combination of social relevance, proven software, a loyal customer base, and a strong focus on security and confidentiality.

The software distinguishes itself through, among other things:

- safe and accessible communication between user and care provider.
- the possibility of anonymous contact.
- file management and reporting functionality for care providers.
- anonymized management reports.
- ISO 27001 certification.
- a scalable SaaS licensing model.
- a high rate of recurring revenue and customer retention.

The increasing attention to social safety within organizations creates a favorable market outlook. Organizations are increasingly expected to take demonstrable measures in this area. The software offers a practical and professional solution for this.

In addition, commercial growth opportunities exist through further market segmentation, value-based pricing, and targeted sales and marketing efforts.

## Other

The ideal buyer is a startup entrepreneur, an experienced SaaS entrepreneur, an investor, or an organization within a related domain that has experience scaling software companies.

For a buyer with commercial clout and experience in SaaS, there is a clear opportunity to accelerate growth, further expand market position, and further optimize the revenue model. This includes further professionalization of sales, expansion into new customer segments, and refining pricing models.

The company is particularly interesting for parties active in software, HR tech, compliance, education, occupational health and safety services, or broader solutions related to safe and healthy work environments.

The current owner is willing to arrange, in consultation, for a smooth handover and an appropriate onboarding period, so that continuity for customers and users remains guaranteed.