ID 27354

Offer Corporate follow-up, firm follow-up, follow-up

Event Management

Established B2B Matchmaking and Event SaaS for Sale

Ready-to-use technology, established in the market since , for digital, hybrid, and in-person events – with a particular focus on facilitating targeted business connections.

A proven SaaS platform is available for acquisition, enabling event organizers to connect participants, companies, and organizations in a targeted and structured way. The solution combines event management with structured B2B matchmaking, supporting not only the organization and delivery of events but, above all, their networking and business development outcomes.

The software has been continuously developed since and has already been used by associations, chambers of commerce and industry, ministries, public authorities, and international organizations for networking, cooperation, and business development events. It therefore provides a market-tested and proven technological foundation that a buyer can immediately take over, integrate into an existing portfolio, or further develop as a standalone SaaS offering.

Platform Capabilities
- Participant and registration management
- Profiles for individuals, companies, and organizations
- B2B matchmaking and targeted search for suitable business partners
- Automated meeting scheduling between participants
- Scheduling of in-person and online meetings
- Integrated online meeting rooms
- Support for digital, hybrid, and in-person events
- Use as a membership directory or industry portal
- Multilingual architecture suitable for international use

The platform is suitable for both smaller professional events and international formats involving several thousand participants.

Why the Acquisition Is Attractive to Buyers
- Faster time to market: Leverage existing technology instead of developing a comparable solution from scratch.
- Portfolio expansion: Add matchmaking and networking functionality to existing software, event, or consulting services.
- New revenue opportunities: Offer the platform as a SaaS solution while generating additional revenue from consulting, project management, hosting, and support services.
- Wide range of applications: From traditional events and B2B partnering to international business development, technology transfer, and membership platforms.
- Scalability: Suitable for different industries, event sizes, and both national and international projects.

Particularly Suitable for Strategic Buyers

The acquisition is especially attractive for companies that already have access to relevant customer and event organizer groups and can scale the existing technology more quickly than a standalone provider.

- Event and conference agencies
- Event technology and software companies
- SaaS and IT service providers
- Providers of association, membership, or community management software
- Organizations with recurring event and networking requirements
- Companies seeking to expand their existing portfolio with immediately available B2B matchmaking technology

More Than Traditional Event Software
The technology's key differentiator is its ability to facilitate targeted connections between participants. In addition to events, it can therefore serve as a technological foundation for B2B partnering, international business development, technology transfer, corporate networks, membership platforms, and innovation networks.

For a buyer, this represents more than simply acquiring an existing event platform: it provides a technological foundation that can be further developed to support a variety of digital networking and business models.

Reason for Sale and Next Steps
The sale is part of a planned business succession process and the upcoming retirement of the Managing Director. We are seeking a buyer who will take over the existing technology and further develop its market and growth potential.

We would be pleased to provide qualified interested parties with a live demonstration of the platform in a non-binding online presentation and discuss specific use cases, development opportunities, and the potential scope of an acquisition. Further commercial and technical information will be made available as part of a confidential exchange.

Interested in acquiring an immediately available B2B matchmaking and event technology platform?

We look forward to an initial confidential discussion.

Succession
Region 35, Germany
Entry in own name

More informations and contact
www.biz-trade.eu/ma-27354.htm