

## SAAS

INDUSTRY UPDATE | August 2025

## NOTABLE &amp; QUOTABLE

*"What is interesting in the last month is that the strategic activity has really started to pick up. We are seeing real interest on the buy-side from both corporates and from strategics. If we continue along into the fall with what we saw in the last month, it should be a quite strong second half going into 2026."* – **Morgan Stanley CEO Ted Pick**

*"Investors are entering the best investing environment ever."* – **BlackRock's CIO Rick Rieder**

*"I think we could go into a series of rate cuts here, starting with a 50 basis-point rate cut in September."* – **US Treasury Secretary Scott Bessent**

*"The elevated level of dialogue is far beyond where it was 3–6 months ago, with backlogs and new business opportunities up, signaling a higher level of activity."* – **Goldman Sachs CEO David Solomon**

*"The world wants a gigantic amount more software, 100 times maybe a thousand times more software."* – **OpenAI CEO Sam Altman**

## M&amp;A OUTLOOK

[The Wall Street Journal](#) reports that the first week of August was the busiest for U.S. M&A since 2021, making this August one of the most active in recent years. A stronger economy, lower rate expectations, and fresh trade deals are fueling confidence to strike. Big moves are leading the charge, including Union Pacific's \$71.5B buy of Norfolk Southern, Palo Alto Networks' \$25B acquisition of CyberArk, and Baker Hughes' \$13B deal for Chart Industries. A strong Figma IPO also helped wake up the equity markets. With pipelines filling fast and bankers shelving vacation plans, momentum looks set to carry into a busy fall.

## ECONOMIC OUTLOOK

According to [Deloitte's U.S. Economic Forecast Q2 2025](#), the Macroeconomic outlook signals gradual improvement, supported by progress in trade talks, extended pro-growth tax provisions, and the Fed's readiness to adjust policy as inflation eases. GDP is projected to grow 1.4% through 2025, setting the stage for stronger gains as rates fall and investment builds. Inflation should moderate after a temporary tariff bump, creating room for a 50-basis-point cut in Q4 and further easing in 2026. Together, these factors should bolster confidence, hiring, and support a resilient economy in 2027.

## SAAS METRICS

[Jefferies' April 2025 Software Market Overview](#) reports software leaders continue to command strong premiums, with top "Rule of 40" companies trading at 9.5x revenue versus 4.7x for peers. The ideal balance remains 12–20% EBITDA margins, while rapid AI adoption is reshaping SaaS pricing toward more flexible hybrid and usage-based models. Despite ongoing market volatility, scaled platforms with durable double-digit growth are well positioned for strong M&A outcomes, reinforcing confidence in the sector's resilience.

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## FOUNDERS RECENT DEAL ANNOUNCEMENTS



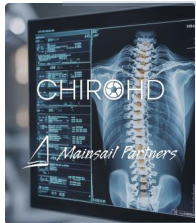
### Founders Advises Rentgrata in Sale to Opiniion

**BIRMINGHAM, AL. (August 13, 2025)** – Founders is pleased to announce the sale of [Rentgrata](#), a pioneering peer-to-peer resident engagement SaaS platform for the multifamily space, to [Opiniion](#), a leading provider of resident satisfaction software to property managers. Together, Opiniion and Rentgrata now support over 2,000,000 units across 9,000+ communities nationwide, establishing it as a leading resident experience and operations hub. Opiniion is backed by Five Elms Capital, and Rentgrata was exclusively advised by principals of Founders Advisors in this transaction.

Founded in 2016, Rentgrata connects prospective multifamily renters with current residents, bringing trust and transparency to the leasing process. The Company's AI-powered software platform enables property management companies to convert more leads and streamline leasing by delivering actionable renter insights. This strategic acquisition integrates two innovative PropTech solutions to create an industry leading, end-to-end platform designed to enhance the entire resident journey, from pre-lease to lease renewal to move out.

"Joining Opiniion was a natural fit," said Ben Margolit, Co-Founder and CEO of Rentgrata. "We've always believed in the power of authentic resident voices to shape leasing outcomes. With Opiniion, we can now extend that impact well beyond the lease signing, giving property teams smarter solutions to engage and retain residents."

"This acquisition is a major step forward in redefining how properties attract, engage, and retain residents," said Devin Shurtleff, CEO of Opiniion. "By bringing Rentgrata into the Opiniion ecosystem, we're creating one solution that addresses two critical stages in the resident journey: the initial prospect experience and the long-term resident relationship. It's a powerful convergence that reinforces our commitment to becoming the industry's first all-in-one resident operations platform."



### Founders Advises ChiroHD in Growth Equity Investment from Mainsail

**BIRMINGHAM, AL. (May 5, 2025)** – Founders is pleased to announce that [ChiroHD](#), a leading cloud-based practice management system for chiropractors, has secured \$26 million in growth capital from [Mainsail Partners](#), a growth equity firm investing in vertical SaaS companies, to help accelerate product innovation, enhance platform experience, and expand customer support.

Created by chiropractors and software veterans, ChiroHD is a comprehensive chiropractic SaaS platform offering scheduling, EHR, texting, insurance management, integrated financials, and care management. Built natively in the cloud and aimed at taking practices to the next level, ChiroHD features clean workflows and seamlessly integrated tools designed to support clinics of all sizes—from new practices to high-volume clinics and multi-office franchises.

"Mainsail is the ideal partner to help drive our vision forward, as their investment and resources will enable ChiroHD to continue to deliver on our commitment to the chiropractic industry," said Gabriel Doty, CEO and Co-Founder of ChiroHD. "We are focused on enhancing and improving the product, exploring how we can incorporate AI, adding to our already strong customer support, and continuing our mission to make it easier for our clinics to serve their patients and communities."

"It was a privilege to serve Gabriel, Luke, and the entire ChiroHD team in this transaction," said Brad Johnson, Managing Director at Founders Advisors. "ChiroHD's product focus and customer-first approach has led to the company's rapid growth and position as a market leading practice management platform for chiropractors. Our team is thrilled that Gabriel and Luke found the right partner in Mainsail, and we're excited to see ChiroHD continue to deliver on its mission to bring best-in-class software solutions to the chiropractic industry."

# CONSIDERING A CAPITAL TRANSACTION? A BRIEF SELLSIDE PROCESS GUIDE

By: **Billy Pritchard**, Managing Director

For founders or operators of a private software business, deciding if, when, and how to pursue a transaction is one of the most important choices you will make. For many of our clients, their company is much more than just a business – it's their life's work, it's their legacy, and most often it's their largest asset. Navigating the path toward a capital transaction or exit comes with tremendous complexity. Whether your goal is liquidity, growth capital, or succession planning, understanding the sellside process and the value of a competitive market approach is essential.

Below, we break down four key questions every founder should ask when beginning to explore a significant capital transaction.

## Why Should a Founder Consider a Transaction?

- **Growth vs. Scale Pressures:** Competing against larger, better-capitalized competitors often requires outside capital or a strategic partner.
- **Liquidity & Risk Diversification:** For many founders, 70–90% of personal net worth is tied up in the business. A capital transaction can allow you to take “chips off the table” while still participating in future upside.
- **Family & Succession Planning:** If the next generation isn't stepping in, or if you'd like to reduce your day-to-day involvement, a transaction can create a smooth transition.
- **Strategic Support:** An experienced partner can provide resources to accelerate sales & marketing, fund acquisitions, or expand into new markets. This support can produce future outcomes that far exceed what a business can do in its current form.

Often times, the right transaction isn't about “selling out.” Rather, it's about positioning the business for long-term accelerated success.

## What Deal Structure Fits Your Goals?

	Minority Recap	Majority Recap	Strategic Sale
Overview	<ul style="list-style-type: none"> <li>• Non-controlling investment provided to fuel growth initiatives</li> <li>• Ideal for companies who see a large amount of growth potential and want to retain as much upside as possible</li> </ul>	<ul style="list-style-type: none"> <li>• Controlling investment by financial sponsor</li> <li>• Ideal for companies who want to reduce future risk and expedite growth trajectory, while not giving up all upside potential</li> </ul>	<ul style="list-style-type: none"> <li>• Sale to or combination with a strategic operating company</li> <li>• Ideal for companies whose owners are ready to realize full liquidity</li> </ul>
Advantages	<ul style="list-style-type: none"> <li>• Maintain a large portion of equity while getting access to the capital needed for growth initiatives</li> <li>• Retain operational control</li> <li>• Experienced, value-added partner</li> </ul>	<ul style="list-style-type: none"> <li>• Greatest potential for optimized valuation</li> <li>• “Second bite of the apple”</li> <li>• Experienced, value-added partner who brings more than just capital</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity for outlier valuations through strategic synergies</li> <li>• Immediate “chips off the table”</li> <li>• Minimized future liabilities</li> <li>• Opportunity for reduced involvement</li> </ul>
Disadvantages	<ul style="list-style-type: none"> <li>• Limited “chips off the table”</li> <li>• Downside risk if growth strategy isn't successful</li> <li>• Less advantageous investment structures</li> </ul>	<ul style="list-style-type: none"> <li>• Limited future options once a majority investor is brought on; focus shifts to investor's ROI</li> <li>• Ultimate control resides with investors</li> <li>• Dilution through future M&amp;A/capital calls</li> </ul>	<ul style="list-style-type: none"> <li>• Loss of upside potential</li> <li>• Typically, a 2 – 5 year non-compete agreement</li> <li>• Risk to company culture and long-term opportunities for employees</li> </ul>

# CONSIDERING A CAPITAL TRANSACTION? A BRIEF SELLSIDE PROCESS GUIDE

By: **Billy Pritchard**, Managing Director

## What Does a Sellside Process Look Like?

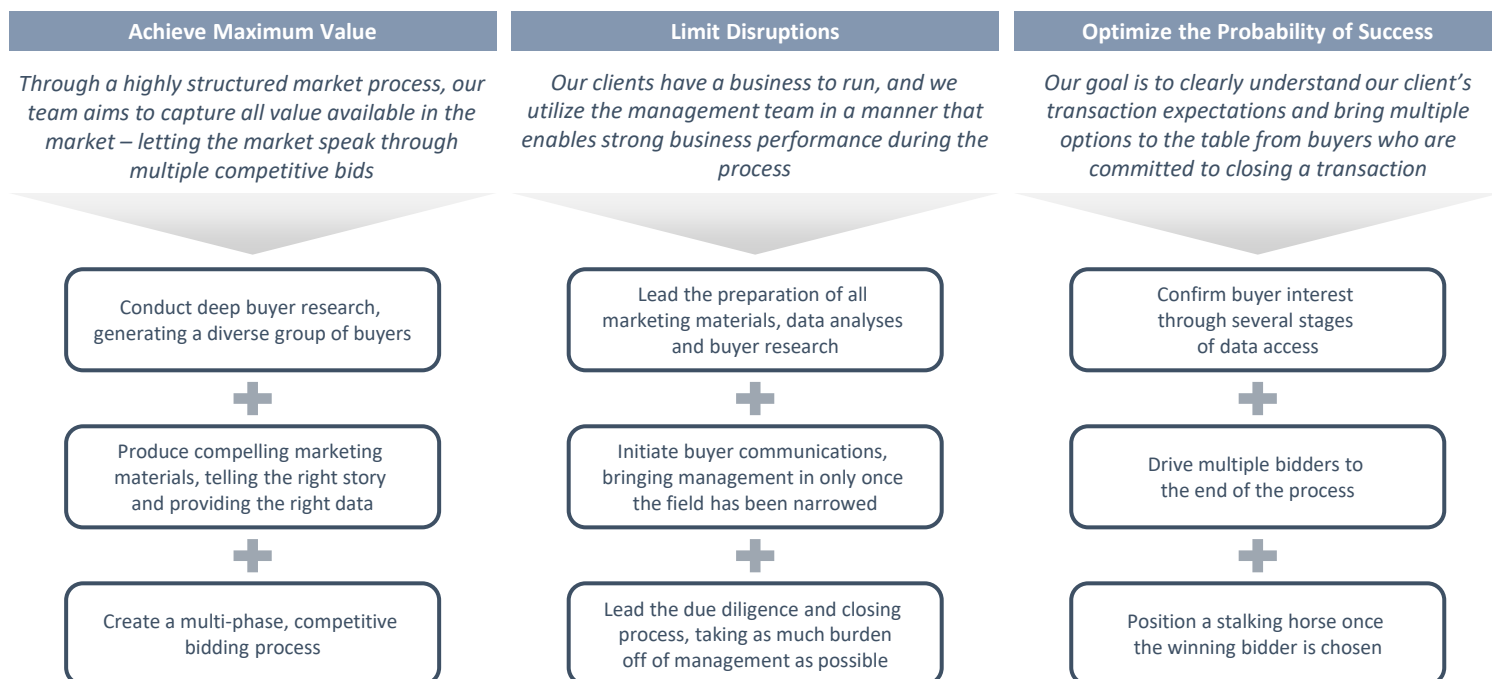
A sellside process typically takes six months to complete from start to finish, and it follows a proven playbook for deal execution. We break down the key phases of our process into four components:

1. **Packaging Phase** – Preparing marketing materials, underwriting the business through detailed financial analyses, and positioning the company's growth story.
2. **Marketing Phase** – Contacting a broad but curated group of potential investors and buyers, presenting a comprehensive set of materials and data to build interest and conviction, and narrowing the field through multiple bid deadlines.
3. **Diligence Phase** – Allowing buyers to conduct due diligence with data access staged carefully to protect the business and creating opportunities for sellers to assess the best potential partner.
4. **Closing** – Final negotiations, completing confirmatory diligence, and working through the legal closing process for successful deal execution.

A well structured, competitive sellside process lets the market speak, presenting a multitude of deal options and driving the best outcome for the business.

## What is the Value of Engaging an Advisor?

A structured M&A sellside process is designed to achieve maximum value for our clients while minimizing disruption and increasing the probability of success. Having a sellside advisor, with deep transaction experience in your sector, is the best way to ensure the best outcome.



As a closing thought, we like to reference the “river guide” analogy often when describing our services. Our team has been down the river of a software capital transaction quite often, and we know the best way to navigate those waters. If you are going down this river for the first time, you need an experienced guide in the boat with you. Please contact our team with any questions if a capital transaction or exit is top of mind for you and your business.



## SILICON Y'ALL – 2025 TECHNOLOGY SUMMIT

Founders is preparing to host its 11<sup>th</sup> annual technology summit, Silicon Y'all, in just a few weeks. Silicon Y'all is an invitation-only gathering of 90 top technology and software CEOs and 25 leading private groups in the space. Over three days, participants engage in meaningful discussions about growth, value, and current industry trends while enjoying delicious food, bonding fellowship, and the southern charm and hospitality Birmingham has to offer.

Registration for Silicon Y'all 2025 is closed, but we encourage you to express interest in 2026's event (October 5-7, 2026) by joining the waitlist at [www.siliconyall.com](http://www.siliconyall.com)

# SY

SILICON Y'ALL



Learn from top entrepreneurs in the tech world who have created substantial wealth for themselves and their shareholders.



Network with other executives and entrepreneurs amidst the scenic beauty, rich heritage, and friendly southern hospitality that Birmingham has to offer.



Enjoy the finest southern cuisine and tradition during the technology summit while you socialize with industry peers.



Hear from keynote speakers as they provide first-hand accounts of their experiences, both missteps and successes.



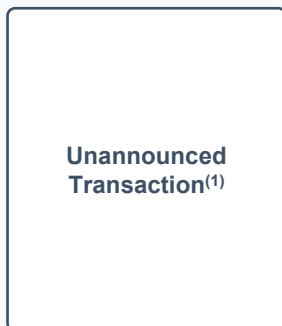
Engage with private equity groups and strategic acquirers that are focused on SaaS and Internet businesses.



### Founders Recent Deals Spotlight



Tenant Acquisition  
SaaS



Asset Tracking  
Software for Public  
Safety Agencies



Patient Scheduling &  
Communication  
SaaS Platform




























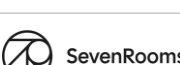











Clinical Decision  
Support SaaS Platform


































Cloud-based Practice  
Management System

## RECENT TRANSACTIONS

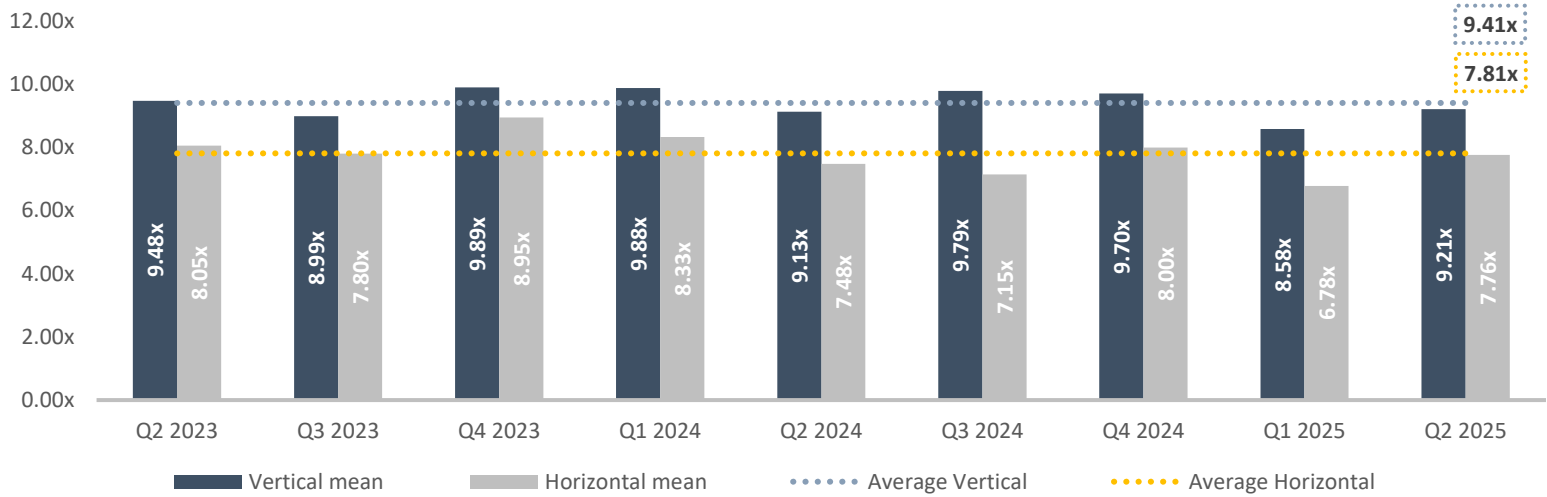
Date	Target	Buyer	EV	Revenue	EBITDA	Enterprise Value / Revenue	Enterprise Value / EBITDA
8/7/2025			\$200.0	N/A	N/A	N/A	N/A
8/6/2025 <sup>(1)</sup>		Blackstone	\$6,500.0	N/A	N/A	N/A	N/A
8/4/2025			\$1,800.0	N/A	N/A	N/A	N/A
7/30/2025 <sup>(1)</sup>			\$2,350.0	N/A	N/A	N/A	N/A
7/28/2025			\$2,000.0	N/A	N/A	16.0x <sup>(2)</sup>	N/A
7/17/2025			\$162.5	N/A	N/A	N/A	N/A
7/7/2025			\$1,100.0	N/A	N/A	N/A	N/A
7/3/2025 <sup>(1)</sup>			\$1,622.6	\$314.3	-\$1.4	6.4x	N/A
7/1/2025			\$5,100.0	\$300.0	N/A	17.0x	N/A
6/30/2025 <sup>(1)</sup>			\$1,000.0	N/A	N/A	N/A	N/A
6/30/2025			\$169.5	\$502.7	N/A	0.3x	N/A
6/24/2025 <sup>(1)</sup>			\$2,506.0	\$187.0	N/A	13.4x	N/A
6/20/2025 <sup>(1)</sup>			\$1,358.2	\$214.7	N/A	7.0x	N/A
6/17/2025			\$350.0	N/A	N/A	N/A	N/A
6/13/2025			\$1,200.0	N/A	N/A	N/A	N/A
6/13/2025			\$400.0	N/A	N/A	N/A	N/A
6/13/2025 <sup>(1)</sup>			\$196.8	\$33.9	\$7.4	5.8x	26.6x
6/5/2025			\$2,000.0	N/A	N/A	N/A	N/A
6/3/2025			\$1,000.0	N/A	N/A	N/A	N/A

## RECENT TRANSACTIONS

Date	Target	Buyer	EV	Revenue	EBITDA	Enterprise Value / Revenue	Enterprise Value / EBITDA
6/3/2025 <sup>(1)</sup>	 <b>AZA</b> FINANCE	 <b>d.local</b>	\$169.2	N/A	N/A	N/A	N/A
6/3/2025	<b>Multifonds</b>	 <b>montagu</b>	\$400.0	\$61.7	\$27.1	6.5x	14.8x
6/2/2025	 <b>crunchy data</b>	 <b>snowflake</b>	\$250.0	\$30.0	N/A	8.3x	N/A
6/1/2025	 <b>Touchcast</b>	 <b>INFINITE</b> REALITY	\$500.0	N/A	N/A	N/A	N/A
5/30/2025 <sup>(1)</sup>	 <b>Dropsuite</b>	 <b>ninjaOne</b>	\$234.2	\$27.1	\$0.3	9.3x	N/A
5/29/2025	 <b>brightflag</b>	 <b>Wolters Kluwer</b>	\$479.1	N/A	N/A	21.1x <sup>(2)</sup>	N/A
5/26/2025 <sup>(1)</sup>	 <b>Informatica</b>	 <b>salesforce</b>	\$8,605.1	\$1,655.3	\$284.3	4.8x	28.1x
5/22/2025	<b>NINJATRADER</b>	 <b>kraken</b>	\$1,500.0	N/A	N/A	N/A	N/A
5/20/2025 <sup>(1)</sup>	 <b>itel</b>	 <b>THOMABRAVO</b>	\$1,300.0	N/A	N/A	N/A	N/A
5/5/2025 <sup>(1)</sup>	<b>Global Blue</b>	 <b>Shift4</b> PAYMENTS	\$2,366.0	\$545.2	\$260.2	4.6x	9.6x
5/5/2025	 <b>eppo</b>	 <b>DATADOG</b>	\$220.0	N/A	N/A	N/A	N/A
5/1/2025	 <b>Census</b>	 <b>Fivetran</b>	\$100.0	N/A	N/A	N/A	N/A
5/1/2025 <sup>(1)</sup>	 <b>SGS</b>	 <b>SGS &amp; CO</b>	\$350.0	N/A	N/A	N/A	N/A
4/28/2025	 <b>Escode</b>	 <b>montagu</b>	\$522.1	N/A	N/A	N/A	N/A
4/21/2025	 <b>enfusion</b>	 <b>CLEARWATER</b> ANALYTICS	\$1,412.3	\$201.6	\$17.5	7.4x	N/A
4/3/2025	 <b>logility</b>	 <b>aptean</b>	\$403.7	\$101.9	\$5.6	4.7x	N/A
4/1/2025	 <b>Accolade</b>	 <b>transcarent</b>	\$578.6	\$446.7	N/A	1.8x	-5.6x

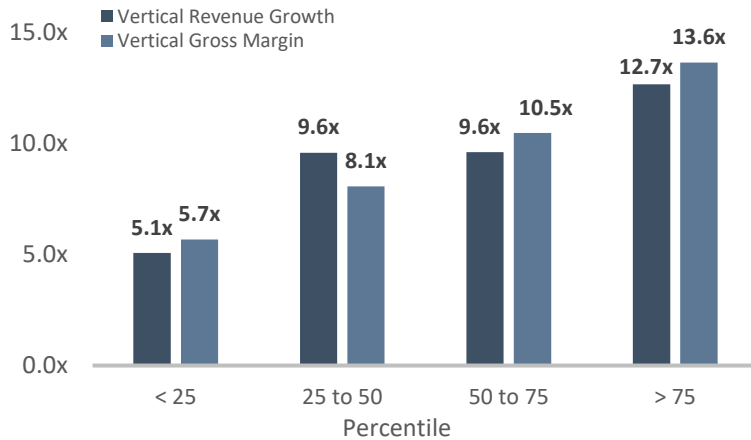
# METRICS OVERVIEW

## Public Vertical & Horizontal EV/LTM Revenue Multiples

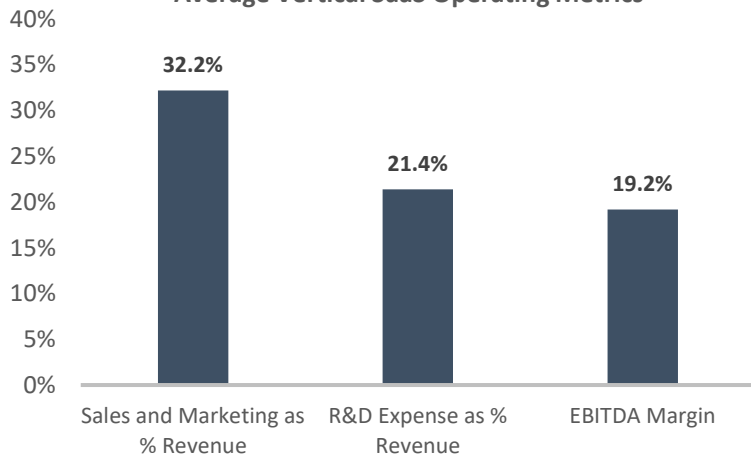


### Public Vertical

#### Percentile Revenue Growth and Margin vs. EV/LTM Revenue

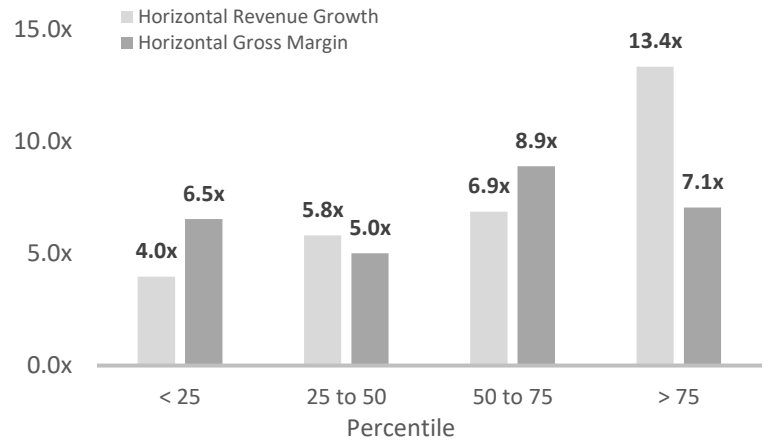


#### Average Vertical SaaS Operating Metrics

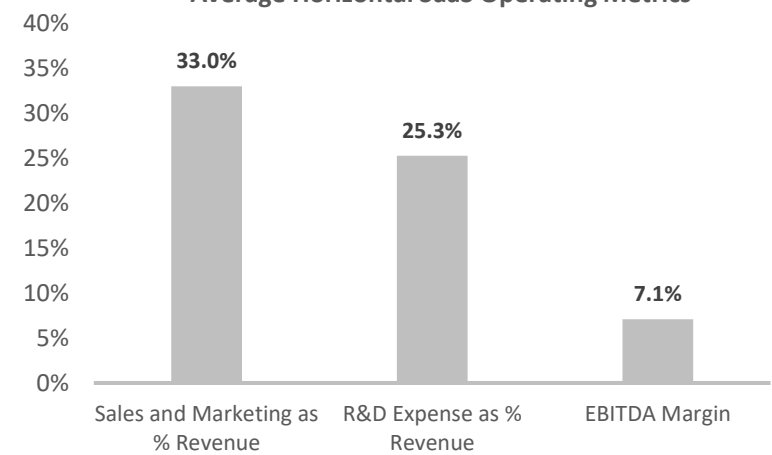


### Public Horizontal

#### Percentile Revenue Growth and Margin vs. EV/LTM Revenue



#### Average Horizontal SaaS Operating Metrics





# VALUATION & GROWTH METRICS

## FA SaaS Index - Valuation & Growth - As of Q2 2025

(In millions)

Ticker	Company Name	TTM Revenue	YoY Growth	TTM EBITDA	Enterprise Value /	
					LTM Revenue	LTM EBITDA
<b>Vertical SaaS Companies</b>						
ADSK	Autodesk	\$ 6,347.0	12.4%	\$ 1,476.0	10.5x	27.7x
AGYS	Agilysys	\$ 275.6	16.1%	\$ 30.9	11.6x	NM
APPF	AppFolio	\$ 824.5	22.7%	\$ 156.9	9.9x	36.6x
BLKB	Blackbaud	\$ 1,146.9	2.1%	\$ (143.7)	3.7x	NM
BSY	Bentley Systems	\$ 1,385.9	10.7%	\$ 397.4	12.7x	36.6x
CDNS	Cadence Design Systems	\$ 4,874.5	19.5%	\$ 1,666.5	17.2x	37.8x
COUR	Coursera	\$ 704.9	7.2%	\$ (73.5)	0.9x	NM
CWAN	Clearwater Analytics Holdings	\$ 475.9	23.2%	\$ (19.2)	12.1x	NM
FDS	FactSet Research Systems	\$ 2,254.2	4.7%	\$ 879.9	8.0x	20.4x
GWRE	Guidewire Software	\$ 1,137.4	18.6%	\$ 7.3	17.2x	NM
IOT	Samsara	\$ 1,335.4	31.7%	\$ (135.9)	16.5x	NM
MCO	Moody's Investors Service	\$ 7,226.0	15.9%	\$ 3,431.0	13.2x	26.8x
MLNK	MeridianLink	\$ 320.0	5.2%	\$ 63.3	5.0x	12.5x
MORN	Morningstar	\$ 2,314.2	10.1%	\$ 734.9	5.9x	21.2x
MSCI	MSCI	\$ 2,922.0	11.7%	\$ 1,769.9	16.7x	27.6x
NCNO	nCino	\$ 556.7	13.4%	\$ 29.2	6.1x	NM
NICE	NICE	\$ 2,776.2	12.6%	\$ 763.4	3.5x	10.1x
PCOR	Procore Technologies	\$ 1,192.9	18.6%	\$ (46.7)	8.1x	NM
Q TWO	Q2 Software	\$ 720.7	13.1%	\$ 39.1	8.2x	NM
ROP	Roper Technologies	\$ 7,241.3	13.3%	\$ 3,001.9	9.4x	23.5x
SPNS	Sapiens International	\$ 544.2	3.8%	\$ 104.3	2.7x	12.8x
SPSC	SPS Commerce	\$ 669.7	19.5%	\$ 155.8	7.6x	24.7x
SSNC	SS&C Technologies	\$ 5,960.9	6.9%	\$ 2,056.8	4.5x	11.5x
TEMN	Temenos	\$ 1,046.4	4.3%	\$ 350.1	5.4x	12.5x
TYL	Tyler Technologies	\$ 2,190.6	10.0%	\$ 488.5	11.6x	40.5x
U	Unity Software	\$ 1,787.9	(16.7%)	\$ (104.8)	6.1x	NM
VEEV	Veeva Systems	\$ 2,855.3	14.8%	\$ 1,052.0	14.4x	27.3x
	Min	\$ 275.6	(16.7%)	\$ (143.7)	0.9x	10.1x
	Median	\$ 1,360.6	12.9%	\$ 253.5	8.2x	24.7x
	Mean	\$ 2,273.9	12.2%	\$ 678.8	9.2x	24.1x
	Max	\$ 7,241.3	31.7%	\$ 3,431.0	17.2x	40.5x

## Horizontal SaaS Companies

ADBE	Adobe	\$ 22,601.0	10.6%	\$ 9,063.0	7.3x	15.0x
ADP	Automatic Data Processing	\$ 20,202.6	6.8%	\$ 5,912.0	6.3x	21.3x
ASAN	Asana	\$ 738.7	9.8%	\$ (223.6)	4.0x	NM
BOX	Box	\$ 1,101.7	4.9%	\$ 83.0	4.9x	16.8x
CRM	Salesforce	\$ 38,591.0	8.0%	\$ 10,474.0	6.6x	17.9x
CRWD	CrowdStrike Holdings	\$ 4,136.0	25.9%	\$ (29.1)	29.8x	NM
DAY	Dayforce	\$ 1,810.3	15.0%	\$ 288.4	5.3x	19.6x
DBX	Dropbox	\$ 2,541.6	0.8%	\$ 680.2	3.8x	8.9x
DDOG	Datadog	\$ 2,834.6	25.5%	\$ 79.9	15.5x	NM

# VALUATION & GROWTH METRICS, CONTINUED

## FA SaaS Index - Valuation & Growth - As of Q2 2025

(In millions)

Ticker	Company Name	TTM Revenue	YoY Growth	TTM EBITDA	Enterprise Value /	
					LTM Revenue	LTM EBITDA
Horizontal SaaS Companies						
DOCU	DocuSign	\$ 3,030.8	7.9%	\$ 351.2	4.9x	15.4x
DOMO	Domo	\$ 317.1	(0.8%)	\$ (38.8)	2.0x	NM
EGAN	eGain	\$ 87.7	(7.7%)	\$ 2.9	1.2x	15.8x
ESTC	Elastic	\$ 1,483.3	17.0%	\$ 6.1	5.5x	29.2x
FIVN	Five9	\$ 1,074.6	14.4%	\$ 20.9	2.1x	10.3x
FRSH	Freshworks	\$ 751.6	20.5%	\$ (95.2)	4.6x	NM
FSLY	Fastly	\$ 554.6	6.3%	\$ (84.0)	2.0x	NM
HUBS	HubSpot	\$ 2,724.3	19.2%	\$ 34.4	10.3x	NM
INTU	Intuit	\$ 18,184.0	15.0%	\$ 5,211.0	12.1x	29.5x
KVYO	Klaviyo	\$ 1,007.3	33.9%	\$ (67.1)	9.1x	NM
MNDY	Monday.com	\$ 1,037.3	32.3%	\$ 1.1	14.2x	NM
NOW	ServiceNow	\$ 11,469.0	21.0%	\$ 2,052.0	18.2x	NM
OKTA	Okta	\$ 2,681.0	13.5%	\$ 118.0	5.9x	23.9x
ORCL	Oracle	\$ 57,399.0	8.4%	\$ 23,334.0	12.3x	24.9x
PANW	Palo Alto Networks	\$ 8,874.7	13.9%	\$ 1,311.6	15.1x	50.8x
PATH	UiPath	\$ 1,451.2	7.2%	\$ (105.5)	3.7x	NM
PAYC	Paycom	\$ 1,913.8	9.9%	\$ 706.1	6.5x	15.7x
PCTY	Paylocity	\$ 1,551.8	14.6%	\$ 404.6	6.3x	17.5x
PD	PagerDuty	\$ 476.1	8.6%	\$ (31.6)	2.7x	NM
PEGA	Pegasystems	\$ 1,642.7	14.3%	\$ 298.0	5.5x	18.4x
PTC	PTC	\$ 2,346.7	4.7%	\$ 763.5	9.4x	22.3x
QLYS	Qualys	\$ 621.7	9.1%	\$ 210.2	7.7x	16.7x
SHOP	Shopify	\$ 9,379.0	26.5%	\$ 1,454.0	15.4x	NM
SMAR	Smartphoto Group	\$ 5,112.5	22.7%	\$ 306.6	0.3x	NM
SNOW	Snowflake	\$ 3,839.8	27.5%	\$ (1,405.7)	19.1x	NM
SPT	Sprout Social	\$ 418.4	17.8%	\$ (47.6)	2.8x	NM
TEAM	Atlassian	\$ 4,962.6	19.1%	\$ (125.8)	10.4x	NM
TWLO	Twilio	\$ 4,583.4	9.3%	\$ 185.4	3.8x	19.1x
UPLD	Upland Software	\$ 267.7	(8.2%)	\$ 16.7	1.5x	6.9x
VRNS	Varonis Systems	\$ 573.4	13.3%	\$ (94.3)	10.1x	NM
WDAY	Workday	\$ 8,696.0	15.0%	\$ 717.0	6.8x	23.4x
WIX	Wix.com	\$ 1,814.5	12.9%	\$ 171.5	4.8x	20.7x
WK	Workiva	\$ 769.3	17.4%	\$ (71.4)	5.0x	NM
YEXT	Yext	\$ 434.5	8.4%	\$ 4.5	2.3x	10.7x
ZM	Zoom Communications	\$ 4,698.9	3.0%	\$ 1,470.7	3.4x	6.8x
ZS	Zscaler	\$ 2,546.8	25.5%	\$ (18.6)	18.5x	NM
	Min	\$ 87.7	(8.2%)	\$ (1,405.7)	0.3x	6.8x
	Median	\$ 1,913.8	13.5%	\$ 83.0	5.9x	17.9x
	Mean	\$ 5,851.9	13.3%	\$ 1,406.5	7.8x	19.1x
	Max	\$ 57,399.0	33.9%	\$ 23,334.0	29.8x	50.8x

# OPERATING STATISTICS

## FA SaaS Index - Operating Statistics - As of Q2 2025

(In millions)

Ticker	Company Name	COGS As a % of Revenue	Gross Margin	SG&A As a % of Revenue	R&D Expense As a % of Revenue	Sales & Marketing As a % of Revenue	EBITDA Margin
<b>Vertical SaaS Companies</b>							
ADSK	Autodesk	9.5%	90.5%	43.4%	24.2%	33.0%	23.3%
AGYS	Agilysys	37.6%	62.4%	26.8%	22.6%	12.0%	11.2%
APPF	AppFolio	36.0%	64.0%	24.9%	20.2%	14.2%	19.0%
BLKB	Blackbaud	44.0%	56.0%	29.9%	13.2%	16.7%	(12.5%)
BSY	Bentley Systems	18.9%	81.1%	34.7%	20.6%	19.0%	28.7%
CDNS	Cadence Design Systems	14.1%	85.9%	21.7%	33.0%	16.0%	34.2%
COUR	Coursera	46.1%	53.9%	48.9%	18.0%	33.2%	(10.4%)
CWAN	Clearwater Analytics Holdings	27.0%	73.0%	N/A	N/A	N/A	(4.0%)
FDS	FactSet Research Systems	45.9%	54.1%	N/A	N/A	N/A	39.0%
GWRE	Guidewire Software	37.9%	62.1%	17.6%	12.7%	9.7%	0.6%
IOT	Samsara	23.4%	76.6%	76.0%	27.3%	54.5%	(10.2%)
MCO	Moody's Investors Service	27.2%	72.8%	131.9%	N/A	N/A	47.5%
MLNK	MeridianLink	34.4%	65.6%	2.3%	0.6%	0.6%	19.8%
MORN	Morningstar	39.3%	60.7%	241.4%	N/A	140.3%	31.8%
MSCI	MSCI	17.9%	82.1%	20.8%	7.2%	12.9%	60.6%
NCNO	nCino	39.9%	60.1%	N/A	4.5%	N/A	5.2%
NICE	NICE	33.1%	66.9%	165.7%	65.0%	116.5%	27.5%
PCOR	Procore Technologies	18.8%	81.2%	28.5%	11.9%	20.5%	(3.9%)
QTWO	Q2 Software	48.2%	51.8%	N/A	12.3%	9.0%	5.4%
ROP	Roper Technologies	31.1%	68.9%	409.3%	N/A	N/A	41.5%
SPNS	Sapiens International	55.7%	44.3%	N/A	N/A	N/A	19.2%
SPSC	SPS Commerce	32.3%	67.7%	N/A	N/A	N/A	23.3%
SSNC	SS&C Technologies	51.3%	48.7%	N/A	N/A	N/A	34.5%
TEMN	Temenos	34.4%	65.6%	N/A	N/A	N/A	33.5%
TYL	Tyler Technologies	55.3%	44.7%	44.5%	13.0%	15.1%	22.3%
U	Unity Software	25.2%	74.8%	44.9%	39.4%	31.2%	(5.9%)
VEEV	Veeva Systems	24.5%	75.5%	37.5%	40.0%	24.9%	36.8%
	Min	9.5%	44.3%	2.3%	0.6%	0.6%	(12.5%)
	Median	33.7%	66.3%	38.2%	20.2%	17.9%	27.5%
	Mean	32.9%	67.1%	74.5%	21.4%	32.2%	19.2%
	Max	55.7%	90.5%	409.3%	65.0%	140.3%	60.6%

## Horizontal SaaS Companies

ADBE	Adobe	10.8%	89.2%	33.9%	18.3%	26.9%	40.1%
ADP	Automatic Data Processing	54.0%	46.0%	N/A	N/A	N/A	29.3%
ASAN	Asana	10.6%	89.4%	77.3%	45.2%	56.2%	(30.3%)
BOX	Box	20.9%	79.1%	48.0%	24.9%	35.1%	7.5%
CRM	Salesforce	22.7%	77.3%	42.3%	14.5%	34.8%	27.1%
CRWD	CrowdStrike Holdings	25.5%	74.5%	52.1%	28.4%	39.0%	(0.7%)
DAY	Dayforce	53.1%	46.9%	38.7%	N/A	19.3%	15.9%
DBX	Dropbox	17.9%	82.1%	26.9%	34.4%	17.5%	26.8%
DDOG	Datadog	19.9%	80.1%	35.9%	43.2%	28.1%	2.8%

## OPERATING STATISTICS, CONTINUED

### FA SaaS Index - Operating Statistics - As of Q2 2025

(In millions)

Ticker	Company Name	COGS <i>As a % of Revenue</i>	Gross Margin	SG&A <i>As a % of Revenue</i>	R&D Expense <i>As a % of Revenue</i>	Sales & Marketing <i>As a % of Revenue</i>	EBITDA Margin
<b>Horizontal SaaS Companies</b>							
DOCU	DocuSign	20.8%	79.2%	51.1%	20.2%	38.8%	11.6%
DOMO	Domo	25.5%	74.5%	64.0%	26.9%	47.0%	(12.2%)
EGAN	eGain	30.8%	69.2%	33.1%	33.5%	22.7%	3.3%
ESTC	Elastic	25.6%	74.4%	53.4%	24.7%	41.6%	0.4%
FIVN	Five9	45.5%	54.5%	42.4%	15.4%	29.2%	1.9%
FRSH	Freshworks	15.6%	84.4%	76.0%	22.6%	51.3%	(12.7%)
FSLY	Fastly	46.0%	54.0%	55.6%	24.7%	35.8%	(15.1%)
HUBS	HubSpot	15.2%	84.8%	57.1%	30.2%	45.7%	1.3%
INTU	Intuit	20.6%	79.4%	35.3%	15.7%	26.9%	28.7%
KVYO	Klaviyo	24.2%	75.8%	59.3%	25.0%	43.3%	(6.7%)
MOND	Monday.com	10.5%	89.5%	67.1%	23.0%	52.7%	0.1%
NOW	ServiceNow	21.1%	78.9%	43.0%	23.0%	34.7%	17.9%
OKTA	Okta	23.3%	76.7%	52.2%	23.6%	36.0%	4.4%
ORCL	Oracle	29.5%	70.5%	17.9%	17.2%	15.1%	40.7%
PANW	Palo Alto Networks	26.4%	73.6%	40.2%	22.3%	34.0%	14.8%
PATH	UiPath	17.6%	82.4%	64.5%	26.9%	49.5%	(7.3%)
PAYC	Paycom	17.8%	82.2%	36.7%	13.3%	22.5%	36.9%
PCTY	Paylocity	31.3%	68.7%	36.5%	12.8%	23.3%	26.1%
PD	PagerDuty	16.7%	83.3%	64.5%	29.0%	42.7%	(6.6%)
PEGA	Pegasystems	24.3%	75.7%	40.7%	18.3%	33.2%	18.1%
PTC	PTC	18.9%	81.1%	33.2%	19.0%	24.3%	32.5%
QLYS	Qualys	18.2%	81.8%	32.3%	18.3%	21.2%	33.8%
SHOP	Shopify	50.1%	49.9%	19.5%	15.0%	15.3%	15.5%
SMAR	Smartphoto Group	89.8%	10.2%	4.2%	N/A	2.5%	6.0%
SNOW	Snowflake	33.6%	66.4%	58.8%	48.0%	45.1%	(36.6%)
SPT	Sprout Social	22.4%	77.6%	67.0%	24.4%	44.7%	(11.4%)
TEAM	Atlassian	17.7%	82.3%	33.9%	51.5%	21.1%	(2.5%)
TWLO	Twilio	49.5%	50.5%	27.1%	22.1%	17.7%	4.0%
UPLD	Upland Software	29.2%	70.8%	41.4%	17.4%	23.5%	6.2%
VRNS	Varonis Systems	17.7%	82.3%	66.7%	35.4%	50.6%	(16.4%)
WDAY	Workday	24.3%	75.7%	38.0%	30.3%	28.5%	8.2%
WIX	Wix.com	31.9%	68.1%	33.6%	27.5%	23.7%	9.5%
WK	Workiva	23.3%	76.7%	61.4%	26.2%	47.6%	(9.3%)
YEXT	Yext	23.5%	76.5%	63.6%	18.9%	38.6%	1.0%
ZM	Zoom Communications	24.1%	75.9%	39.6%	18.1%	30.4%	31.3%
ZS	Zscaler	22.6%	77.4%	57.3%	24.9%	48.0%	(0.7%)
Min		10.5%	10.2%	4.2%	12.8%	2.5%	(36.6%)
Median		23.3%	76.7%	42.4%	24.0%	34.3%	14.8%
Mean		27.1%	72.9%	46.0%	25.1%	33.3%	7.4%
Max		89.8%	89.5%	77.3%	51.5%	56.2%	40.7%

# BALANCE SHEET METRICS

## FA SaaS Index - Balance Sheet Metrics - As of Q2 2025

(In millions)

Ticker	Company Name	Return on Assets	Return on Equity	Current Ratio	Days Sales Outstanding	Days Payable Outstanding	Liabilities/ Assets	Debt/ Equity
<b>Vertical SaaS Companies</b>								
ADSK	Autodesk	9.9%	40.5%	0.7x	34.0	169.9	153.0%	83.6%
AGYS	Agilysys	5.7%	9.1%	1.1x	44.8	51.3	89.9%	15.5%
APPF	AppFolio	37.4%	46.7%	4.6x	11.4	2.6	21.5%	7.9%
BLKB	Blackbaud	(11.1%)	(77.4%)	0.7x	33.7	438.8	137.7%	N/A
BSY	Bentley Systems	7.6%	25.1%	0.5x	75.3	60.5	203.1%	115.7%
CDNS	Cadence Design Systems	13.5%	24.8%	3.1x	24.5	295.6	32.5%	51.9%
COUR	Coursera	(7.1%)	(11.0%)	2.6x	28.1	137.1	39.2%	0.5%
CWAN	Clearwater Analytics Holdings	51.3%	66.1%	5.1x	42.5	44.9	19.7%	5.1%
FDS	FactSet Research Systems	13.3%	28.1%	1.5x	41.1	76.6	68.1%	79.3%
GWRE	Guidewire Software	1.5%	2.7%	3.2x	39.1	22.1	30.9%	51.9%
IOT	Samsara	(6.3%)	(11.9%)	1.5x	52.0	48.2	65.4%	6.0%
MCO	Moody's Investors Service	13.8%	56.9%	1.6x	89.8	64.4	63.9%	182.3%
MLNK	MeridianLink	(3.0%)	(6.7%)	2.2x	40.9	33.4	45.0%	107.4%
MORN	Morningstar	11.0%	25.2%	1.1x	53.3	51.6	90.1%	60.0%
MSCI	MSCI	21.0%	N/A	0.8x	91.7	38.8	118.7%	N/A
NCNO	nCino	(1.6%)	(2.3%)	1.0x	51.3	23.0	95.3%	25.1%
NICE	NICE	9.0%	13.3%	1.6x	80.8	29.4	62.6%	1.9%
PCOR	Procore Technologies	(6.5%)	(10.3%)	1.2x	53.8	40.2	84.0%	5.5%
Q TWO	Q2 Software	(1.6%)	(4.0%)	1.4x	28.0	13.4	69.8%	62.0%
ROP	Roper Technologies	4.9%	8.1%	0.5x	40.6	44.0	216.4%	33.6%
SPNS	Sapiens International	10.6%	15.8%	1.7x	64.4	11.1	59.5%	3.4%
SPSC	SPS Commerce	8.4%	10.2%	1.6x	30.4	15.6	60.9%	0.7%
SSNC	SS&C Technologies	4.4%	12.4%	1.1x	52.6	12.4	90.3%	102.2%
TEMN	Temenos Headquarters	7.5%	20.0%	0.6x	74.0	284.4	166.0%	66.1%
TYL	Tyler Technologies	5.8%	8.9%	0.9x	100.3	52.0	106.4%	0.9%
U	Unity Software	(6.7%)	(14.1%)	2.7x	118.3	338.5	36.5%	65.1%
VEEV	Veeva Systems	11.5%	14.1%	4.6x	63.7	47.0	21.7%	1.1%
	Min	(11.1%)	(77.4%)	0.5x	11.4	2.6	19.7%	0.5%
	Median	7.5%	10.2%	1.5x	51.7	47.6	66.8%	29.4%
	Mean	7.6%	11.1%	1.9x	56.1	89.5	81.3%	44.2%
	Max	51.3%	66.1%	5.1x	118.3	438.8	216.4%	182.3%

### Horizontal SaaS Companies

ADBE	Adobe	23.2%	50.5%	1.0x	29.7	97.4	100.7%	56.7%
ADP	Automatic Data Processing	6.9%	78.5%	1.0x	62.4	26.6	98.5%	55.8%
ASAN	Asana	(25.4%)	(88.2%)	1.5x	38.3	164.7	67.9%	99.5%
BOX	Box	16.9%	N/A	1.2x	64.9	99.5	83.0%	N/A
CRM	Salesforce	6.4%	10.4%	1.1x	58.1	238.2	93.5%	17.8%
CRWD	CrowdStrike Holdings	(2.2%)	(5.7%)	1.8x	72.6	20.0	54.1%	22.2%
DAY	Dayforce	0.3%	1.0%	1.0x	47.2	28.2	97.9%	24.8%
DBX	Dropbox	16.4%	N/A	0.7x	9.9	76.5	137.6%	N/A
DDOG	Datadog	3.3%	6.4%	2.7x	65.9	65.7	36.5%	41.4%



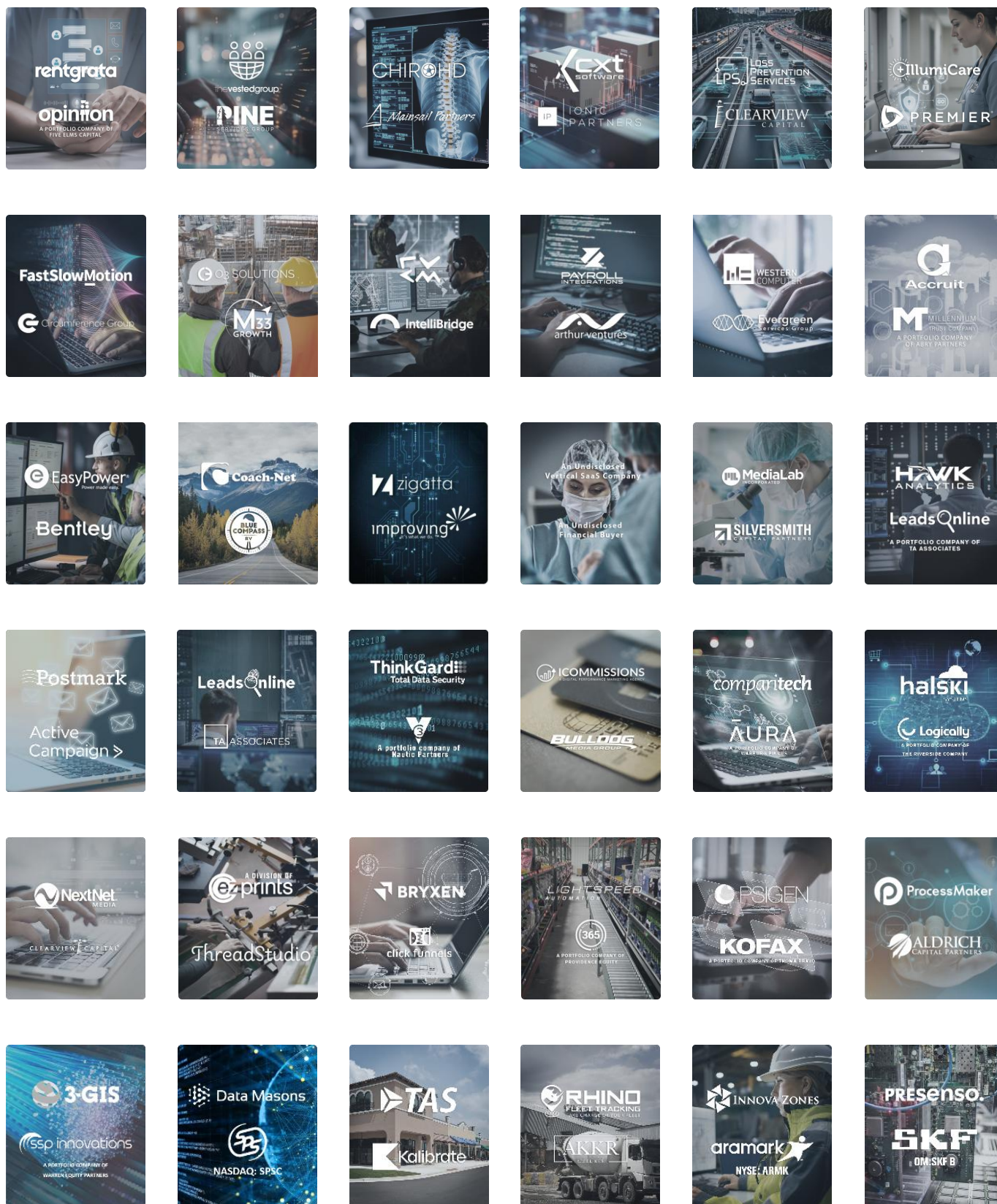
## BALANCE SHEET METRICS, CONTINUED

### FA SaaS Index - Balance Sheet Metrics - As of Q2 2025

(In millions)

Ticker	Company Name	Return on Assets	Return on Equity	Current Ratio	Days Sales Outstanding	Days Payable Outstanding	Liabilities/ Assets	Debt/ Equity
<b>Horizontal SaaS Companies</b>								
DOCU	DocuSign	30.0%	60.7%	0.8x	39.8	11.5	126.5%	5.5%
DOMO	Domo	(37.1%)	N/A	0.5x	62.0	81.8	197.6%	N/A
EGAN	eGain	2.5%	5.1%	1.7x	78.2	30.6	58.0%	5.1%
ESTC	Elastic	(4.7%)	(13.2%)	1.9x	70.0	47.4	52.2%	63.2%
FIVN	Five9	(0.3%)	(0.9%)	2.0x	33.6	24.2	49.6%	117.4%
FRSH	Freshworks	(4.7%)	(6.6%)	2.9x	50.5	57.9	34.6%	2.9%
FSLY	Fastly	(10.4%)	(15.8%)	1.5x	75.4	17.9	66.5%	19.5%
HUBS	HubSpot	(0.6%)	(1.3%)	1.7x	38.7	7.6	60.3%	12.5%
INTU	Intuit	10.5%	18.6%	1.4x	13.7	227.4	69.1%	32.4%
KVYO	Klaviyo	(3.9%)	(4.7%)	5.2x	13.3	33.6	19.1%	7.9%
MNDY	Monday.com	3.3%	5.4%	2.6x	7.8	141.4	39.0%	8.5%
NOW	ServiceNow	8.0%	16.8%	1.1x	49.2	36.9	89.1%	22.6%
OKTA	Okta	1.4%	2.1%	1.5x	57.5	7.0	68.2%	6.7%
ORCL	Oracle	8.1%	88.3%	0.8x	51.7	63.7	132.8%	461.8%
PANW	Palo Alto Networks	6.1%	21.2%	0.9x	73.3	25.5	111.7%	4.8%
PATH	UiPath	(2.5%)	(3.7%)	2.9x	80.1	66.9	33.9%	4.3%
PAYC	Paycom	8.6%	25.9%	1.2x	5.0	37.4	83.0%	3.5%
PCTY	Paylocity	4.8%	20.2%	1.1x	8.2	6.6	88.3%	24.2%
PD	PagerDuty	(3.7%)	(23.1%)	2.0x	62.3	35.8	49.6%	247.0%
PEGA	Pegasystems	12.7%	39.4%	1.4x	46.2	17.6	72.0%	10.7%
PTC	PTC	7.1%	13.9%	1.0x	113.7	51.6	101.2%	44.8%
QLYS	Qualys	19.7%	40.2%	1.4x	73.5	3.8	71.8%	7.6%
SHOP	Shopify	13.0%	15.8%	3.7x	7.4	52.6	27.0%	1.8%
SMAR	Smartphoto Group	2.9%	6.3%	1.7x	28.0	17.1	58.0%	53.5%
SNOW	Snowflake	(17.7%)	(41.2%)	1.6x	53.7	46.2	63.3%	109.8%
SPT	Sprout Social	(14.7%)	(37.3%)	1.0x	54.5	29.0	103.2%	19.4%
TEAM	Atlassian	(8.1%)	(37.1%)	1.3x	45.5	108.7	79.2%	86.6%
TWLO	Twilio	(0.3%)	(0.4%)	4.8x	44.5	27.4	20.9%	13.4%
UPLD	Upland Software	(7.0%)	N/A	0.8x	42.6	30.1	120.3%	294.0%
VRNS	Varonis Systems	(6.6%)	(21.0%)	1.2x	83.8	12.6	86.8%	133.6%
WDAY	Workday	2.9%	5.7%	2.1x	60.0	15.1	48.4%	36.9%
WIX	Wix.com	8.5%	N/A	0.8x	10.2	21.3	127.3%	N/A
WK	Workiva	(5.0%)	N/A	1.8x	58.3	26.3	56.2%	N/A
YEXT	Yext	(4.4%)	(15.1%)	0.8x	57.4	32.7	132.5%	52.0%
ZM	Zoom Communications	9.8%	12.1%	4.6x	38.6	25.8	21.9%	0.4%
ZS	Zscaler	(0.8%)	(2.7%)	1.2x	80.2	19.8	80.9%	1.8%
Min		(37.1%)	(88.2%)	0.5x	5.0	3.8	19.1%	0.4%
Median		2.5%	5.1%	1.4x	51.7	30.6	71.8%	22.4%
Mean		1.6%	5.8%	1.7x	49.3	51.5	77.1%	55.9%
Max		30.0%	88.3%	5.2x	113.7	238.2	197.6%	461.8%

# FOUNDERS TECHNOLOGY TRANSACTIONS



## FOUNDERS ADVISORS SUMMER SERVE DAY

On Saturday, July 12<sup>th</sup>, the Founders Advisors team participated in our Summer Serve Day at Cornerstone Middle School, Birmingham's largest private Christian school. The team helped with landscaping, spreading mulch, and cleaning classrooms to enhance the campus. Learn more about our Serve Day [here](#).

ORDER

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## FOUNDERS ADVISORS

**FOUNDERS ADVISORS** is a mergers, acquisitions, and strategic advisory services firm that has served middle-market companies since 2003. With a nationwide footprint, we pride ourselves in employing a values based and highly personalized relational approach through our five industry-focused advisory teams. Today, Founders employs over 55 professionals and has offices in Birmingham, AL (headquarters), Nashville, TN and Dallas, TX.



Sell-Side  
Advisory



Strategic  
Advisory



Capital  
Raises



Spin-Offs /  
Divestitures

### TECHNOLOGY TEAM OVERVIEW

#### Vertical & Horizontal Software

Software-as-a-Service business models delivering proprietary software platforms for a specific industry (Vertical) or an industry agnostic use case (Horizontal)

#### Tech-Enabled Services

B2B services that leverage technology solutions to deliver a product or service in a faster and more efficient manner than traditional methods

### KEY SUB-SECTORS

GovTech

Digital Supply  
ChainManaged Service  
ProvidersERP Consulting  
Partners

MarTech

FP&amp;A Software

Cyber Security  
ServicesIT Consulting  
Partners

Health Tech

Home & Facility  
ServicesMarketing  
Services

Digital Media

Process  
Automation

FinTech

eCommerce

Payments

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