

NicheMRR

Marketplace matching sellers + serious buyers of \$150k–\$2M ARR niche SaaS. Acquire.com is broad; MicroAcquire is broker-style. NicheMRR has buyer-curation + structured diligence templates. 8–12% transaction fee.

Category	Set 8 · Mixed Round
Customer	Sellers of small B2B SaaS (\$150k-\$2M ARR) + buyers (consolidators + micro-PE + individual operators) seeking acquisitions in this band
Monetisation	8–12% transaction fee on closed deals · \$99/mo Buyer Pro (priority access + diligence templates) · \$0 for sellers (success-fee model)
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

NicheMRR is a focused marketplace for the underserved \$150k-\$2M ARR SaaS-acquisition band. Acquire.com + MicroAcquire serve this market broadly; both have grown but suffer specific weaknesses: Acquire.com lists everything from \$5k to \$50M (signal-to-noise low for serious buyers in the niche-SaaS band); MicroAcquire is broker-style with thin diligence support. NicheMRR focuses on the small-SaaS roll-up segment (Cottage-Plan-22-style consolidators + individual operator-buyers) with buyer curation + structured diligence + facilitated deal management.

Year-1 target: 350 listings + 60 closed deals at average \$750k = \$45M GMV; 10% fee = ~₹38 crore revenue against ₹95 lakh costs. Cash-positive month 5-6 (transaction-revenue lumpy in marketplace).

The Problem

Small SaaS sellers (\$150k-\$2M ARR) face a difficult exit process. Few traditional M&A; interest below \$5M ARR. MicroAcquire/Acquire.com are accessible but produce many tire-kickers + many low-quality offers. The diligence + closing process is bespoke + brokered + slow (typical close 4-9 months) + frequently fails.

Buyers in this band (Cottage-style consolidators + individual operator-buyers + family offices) face inverse problem: signal-to-noise low in marketplaces + diligence costs significant for low-probability deals + closing infrastructure weak.

Market gap: curated marketplace with buyer-side qualification + structured diligence templates + transaction-management support — at success-fee model that aligns incentives.

The Solution

NicheMRR structure. Seller-side (free): structured listing process with required disclosures (revenue history + customer concentration + churn + tech stack + IP audit); listings reviewed for quality before publishing.

Buyer-side (qualified access): buyers apply with credentials + funding evidence + acquisition criteria; approved buyers see full listings (vs. teaser-only). Buyer Pro (\$99/mo): priority access to new listings + structured diligence templates + LOI templates + transaction-management.

Diligence support: structured diligence playbook for \$150k-\$2M ARR SaaS acquisitions; per-area diligence templates (customer concentration analysis + churn deep-dive + tech debt assessment + key-person dependency).

Transaction management: standardised LOI + SPA templates + escrow facilitation + integration coordination.

Success-fee model: 8-12% of closed transaction value (8% for \$1M+ deals; 12% for sub-\$300k); paid by buyer (allows seller-free listing).

Market Opportunity

Global \$150k-\$2M ARR SaaS-acquisition annual volume: estimated 1,500-3,000 closed deals/year at average \$500k = ~\$750M-\$1.5B annual GMV.

Realistic NicheMRR capture: 4-10% of annual GMV = \$30-150M GMV → \$3-15M annual revenue.

Adjacent expansion. Year 2: \$2M-\$10M ARR mid-market SaaS tier (different buyer + diligence profile). E-commerce + content site acquisition marketplace adjacency.

Target Customer

Primary persona (seller): a 41-year-old solopreneur with \$450k ARR niche SaaS wanting to exit. Will list free + accept 10% buyer-paid fee at close.

Secondary persona (buyer): a 38-year-old micro-PE consolidator (Cottage-Plan-22-style) with \$5M deployment capacity. Will pay \$99/mo Buyer Pro + 10% closing fees.

Tertiary persona (buyer): a 51-year-old family office wanting cash-yielding alternative investments. Will pay \$99/mo Buyer Pro + closing fees on selected deals.

Product

Seller listing process with quality review.

Buyer qualification + approval.

Buyer Pro: priority access + diligence templates + LOI templates + transaction-management.

Structured diligence playbook + per-area templates.

Transaction management: LOI + SPA + escrow + integration coordination.

Success-fee billing on close.

Technical Architecture

Frontend: Next.js + Tailwind.

Backend: Python on Hetzner cloud, Postgres.

Document handling: encrypted vault for sensitive diligence documents.

Payments: Stripe + escrow partner.

Compliance: SOC2 from year-2 for institutional-buyer trust.

Business Model & Unit Economics

Success-fee primary revenue (8-12% of closed transaction value). Buyer Pro subscription (\$99/mo) secondary.

Conversion: per-listing-to-close ratio ~20%. Average close timeline 3-6 months.

Gross margin: 75% (transaction-management labour + escrow cost + closing-support team).

Per-deal economics: \$500k average deal × 10% = \$50k per close × ~58% margin = \$29k contribution per closed deal.

Unit Economics (Year-1 base case)

Year-1 listings	350
Year-1 closed deals	60
Year-1 GMV	\$45M (~₹38 crore)
Year-1 revenue	~₹4.5 crore (8-12% take rate + Pro subs)
Gross margin	75%
CAC per buyer	\$650
Year-1 all-in costs	~₹95 lakh
Year-1 net contribution	~₹2.5 crore

Go-to-Market

Channel 1 — Direct outbound to consolidators + micro-PE buyers (40%).

Channel 2 — IndieHackers + bootstrapped-SaaS community (30%): seller-side acquisition.

Channel 3 — Acquire.com + MicroAcquire-discontent organic (20%).

Channel 4 — Content + SEO (10%): substantive content on small-SaaS exit + diligence.

Roadmap (first 12 months)

- Month 1-3: MVP + buyer qualification + 30 listings + 4 closed deals.
- Month 4-5: Diligence templates + LOI templates + transaction-management, 100 listings + 12 closed deals cumulative.
- Month 6-8: Buyer Pro tier launched + 200 listings + 30 closed deals cumulative.
- Month 9-10: 280 listings + 45 closed deals cumulative.
- Month 11-12: 350 listings + 60 closed deals cumulative, ~₹4.5 crore year-1 revenue.

Key Risks

- Marketplace cold-start: needs both sellers + buyers. Mitigated by seller-side-first build then buyer recruitment + accepting lower year-1 volume.
- Acquire.com competitive response. Mitigated by buyer-curation + diligence depth + niche-band focus.
- Closing-failure rate: small-SaaS deals fall through often. Mitigated by transaction-management + structured templates + experienced support team.
- Lumpy revenue: transaction-based revenue varies month to month. Mitigated by subscription-revenue (Pro) cushion.

- Liability if recommended deals fail or have undisclosed issues. Mitigated by clear scope + buyer-diligence-responsibility framing + professional indemnity.