Exit Strategy Checklist - 8 Questions for SaaS Founders

If you're thinking about selling your bootstrapped SaaS, you've probably spent some time thinking about & researching valuation and SaaS multiples. As you start to talk to potential buyers, it's super important to know how to evaluate both the financial aspect (does the buyer have the cash, etc.) as well as the details beyond the financial value of an exit.



- [ ] Why do you want to sell?
- [ ] What do you want to do with your time after you sell?
- [ ] Would you prefer a simple, clean cash exit or are you looking for another structure?
- [ ] What is your ideal closing date?
- [ ] During a transition period, what types of involvement would you hope to have with the new owner and the product?
- [ ] If you have a team, what concerns do you have about them and their transition if you sell?
- [ ] If you have a team, are you planning to compensate them in any special way as part of the sale?