

M&A · 13

Add-on Due Diligence

Add-on diligence tests fit and overlap with the platform, not standalone attractiveness.

THE QUESTION IT ANSWERS

Does this add-on make the platform worth more, and are the revenue synergies in the model commercially real?

THE METHOD

Four overlap lenses

Lens 1

Customers

Shared accounts, whitespace in both bases, churn risk from overlap.

Lens 2

Products

Complementary or competing. Bundle, integrate or keep apart.

Lens 3

Campaigns & channels

Where spend duplicates and where partner channels conflict.

Lens 4

Sales motion

Whether one team can sell both, and to which buyer.

WHAT WE DO

Score the target on the foundations that bear on integration

Quantify cross-sell whitespace across both customer bases

Test each revenue synergy against how the combined team will sell

Log the brand, channel and team risks the integration must manage

WHAT YOU RECEIVE

Add-on scorecard on the platform's own rubric

Overlap map across customers, products, campaigns and sales motion

Cross-sell whitespace estimate per segment

Commercial integration risk register

METRICS MOVED → ENTERPRISE VALUE

Revenue synergies: only those the go-to-market can deliver

Retention: dis-synergies from overlap identified before close

Multiple: platform story strengthened, not diluted

TYPICAL TIMELINE

2–3 weeks

PROOF

Danelec integrated three acquisitions under PE ownership, each adding a capability to one platform story.

Pre-deal Commercial Due Diligence scores a platform's standalone engine. Add-on diligence scores fit and overlap with an engine you already own.

Let's talk about your commercial foundation.

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