Modaxo

Finding the Right Fit for your Business

# Selling to Private Equity
## Vs.
# Joining Modaxo

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**WHEN SELLING A PEOPLE TRANSPORTATION SOFTWARE BUSINESS, YOU COULD CHOOSE TO GO WITH A PRIVATE EQUITY BUYER. THIS ARTICLE OUTLINES WHAT YOU CAN EXPECT IF YOU TAKE THIS ROUTE – AND EXPLAINS HOW JOINING MODAXO OFFERS A DIFFERENT EXPERIENCE.**

## PRIVATE EQUITY STRATEGY EXPLAINED

Private equity firms invest in, or acquire, businesses not listed on a public stock exchange with the aim of extracting value that others have not seen. They are typically focused on the short term, usually holding acquired companies for around four years.

At the end of the holding period, cash is returned to investors. This means private equity firms are continually on the lookout for possible exits for companies they hold

If you go down the private equity route you can usually expect to be sold again after the holding period – so be ready to make another transition and adapt to a new owner.

## 'BUY AND HOLD' STRATEGY EXPLAINED

Modaxo doesn't develop exit strategies for the businesses we acquire: our 'buy and hold forever' philosophy is central to everything we do.

When you join Modaxo you aren't a short-term investment; you become a permanent part of our portfolio of people transportation software businesses.

Because we have never sold a company, you can be sure you are with us for the long term. We will take the time to invest fully in your future, strengthening your business and supporting your long-term growth.

Modaxo CEO, Bill Delaney

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## THINKING LONG TERM

Because Modaxo is focused on achieving sustainable, long-term performance, we take a very different approach to developing both businesses and people.

This is reflected in both an incentives model which is aligned with the long-term success of our businesses; and also in the further career building opportunities we can provide for owners and management teams, through moving into Group and Portfolio leadership roles.

## FOCUS ON PEOPLE TRANSPORTATION

Unlike private equity firms, Modaxo has a sole focus on people transportation. When you join Modaxo you become part of a community of more than 30 software businesses across the world – and every single one completely focused on people transportation.

Our business leaders connect regularly to help one another solve challenging business problems and share operational best practices; and can utilise the Modaxo network and global reach to expand their operations into other regions and sectors.

## CHOOSING MODAXO OVER PRIVATE EQUITY

*"We needed to grant a long-term future to the company, our employees and our customers… We wanted to leave our people – our family – with a good organisation where they can learn and continue to work."*

**- Saverio Bettini, CEO and Former Owner, AEP Ticketing Solutions**

Interested in discussing a future with Modaxo? Connect with us at modaxo.com or on LinkedIn

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