

# Due diligence related to the acquisition of a US-based software logistics provider

## Business Situation

- Our client won a mandate for industry due diligence from a Top-10 global PE firm. The PE firm was looking to acquire a US-based software logistics provider.
- The acquisition was aimed to be an add-on to the PE firm's existing portfolio of technology companies and to strengthen its presence across the logistics and transportation value chain in the U.S.

## SGA Support

- Executed a thematic research on technology startups looking to "Uberize" the traditional freight brokerage model.
- Assessed company's core markets and their potential going forward, key growth drivers, current penetration and potential opportunity, risk of technology disruption in company's business segments, and market risks in company's business plan.
- Deep dive on the competitive landscape, their offerings and key differentiators.
- Analyzed different trade routes and the traffic movement to determine the future market outlook and application of the client's software.



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