

Discovering Your Own Buy Box Worksheet

Based on the insights shared in the blog post, use this worksheet to craft your ideal company acquisition profile, or "buy box".

1. Price Considerations:

a. Budget:

- Maximum amount you can spend on an acquisition: \$_____
- Desired monthly recurring revenue (MRR) of the company: \$_____

b. Risk Tolerance:

- Are you comfortable starting small and building up, or do you prefer to buy a larger business from the outset?
 - Start small and build up
 - Buy a larger business first

c. Operational Costs:

- Projected yearly operational costs after acquisition (e.g., CEO, developers, growth experiments, customer support): \$_____

2. Skills Match:

a. Operational Knowledge:

- List three industries you have experience in or feel confident about:

1. _____
2. _____
3. _____

b. Technology Stack:

- List technologies your team (or you) are proficient in:
 - Languages: _____
 - Frameworks: _____

c. Vertical SaaS Caution:

- If you're considering a vertical enterprise SaaS company, how deep is your knowledge in that specific vertical?
 - Deep knowledge
 - Basic understanding
 - Limited/no understanding
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3. Market + Customer Match:

a. Market Interest:

- List three markets you are genuinely passionate or curious about:
 1. _____
 2. _____
 3. _____

b. Customer Dynamics:

- Job titles of potential customers you'd enjoy interacting with:
 1. _____
 2. _____
 3. _____

c. Community Involvement:

- Which communities related to your desired market or customer would you enjoy being a part of?
 - _____
 - _____
 - _____

4. Channel Match:

a. Preferred Acquisition Channel:

- List three acquisition channels you are familiar with or want the acquired business to have:
 1. _____
 2. _____
 3. _____

b. Channel Proficiency:

- Which of the following channels do you (or your team) have expertise in? Check all that apply.
 - Paid ads
 - Content / SEO
 - Direct traffic via Google
 - Others: _____

Once you've completed this worksheet, you should have a clearer vision of the type of company you want to acquire. Use this "buy box" to guide your acquisition search and ensure alignment with your goals, skills, and preferences