

Online business and SMB deal flow

Businesses for sale aggregated across marketplaces, with asking price, revenue multiples, traffic and lifecycle, for private-market sourcing and valuation work, point-in-time.

Multi-source

Marketplace aggregation

MRR / ARR

Revenue & sale multiple

Active / sold

Lifecycle tracked

API or bulk

JSON / CSV / Parquet / S3

PRODUCT

What this is

A deduplicated, lifecycle-tracked feed of online businesses and SMBs for sale, aggregated across multiple marketplace sources. Each listing carries its financials where disclosed (asking price, MRR, ARR, sale multiple, business model), web traffic and detected technology stack, and first-seen and listing timestamps for point-in-time deal-flow reconstruction. The universe is deduplicated across sources and each listing is lifecycle-tracked from active to sold, so it works as a live read on private small-cap valuations and roll-up sourcing. See data overview for the broader catalog.

DATASET

Coverage

Listings refresh continuously as marketplaces post and close deals. Snapshot below reflects the live shape of the feed.

Multi-source

Marketplace aggregation

Asking price

Per listing

MRR / ARR

Revenue and sale multiple

Web traffic

Monthly visitors

Business model

Categorized

Active / sold

Lifecycle tracked

Deduplicated across sources

First-seen & listed timestamps

Screenable by revenue, multiple, price, model

Detected technology stack

SCHEMA

Per-listing fields

Listing profile

One row per listing, deduplicated across sources.

FIELD	DESCRIPTION
listing_id	Stable unique listing ID
source_marketplace	Origin marketplace
title	Listing title
url	Source listing URL (unique key)
business_model	SaaS / e-commerce / content / marketplace / app / ...
category / niche	Category classification
status	active / under_offer / sold
first_seen	First-seen timestamp on our side
listed_date / sold_date	Listing lifecycle timestamps

Financials

One row per listing, where disclosed.

FIELD	DESCRIPTION
listing_id	Joins to listing profile
asking_price	Asking price
currency	Listed currency
mrr / arr	Monthly / annual recurring revenue
ttm_revenue / ttm_profit	Trailing-twelve-month revenue and profit
revenue_multiple	Asking price / revenue
profit_multiple	Asking price / profit
monetization	Primary monetization method

TRAFFIC & TECH

Web traffic and technology stack

Web traffic and detected technology stack per listing, so a listing can be screened on demand and validated against its claimed financials before any diligence.

FIELD	DESCRIPTION
listing_id	Joins to listing profile
monthly_visitors	Estimated monthly visitors
pageviews	Estimated monthly pageviews where available
traffic_sources	Organic / paid / social split where available
tech_stack	Detected platform, analytics and payment stack
domain	Business domain where disclosed
captured_at	Traffic / tech capture timestamp (point-in-time)

SCREENING

Filter parameters

The feed is screenable on the dimensions a private-market desk sizes deals on. Filters compose (AND) across financials, model and lifecycle.

PARAM	DESCRIPTION
business_model	Restrict to one or more models (SaaS, e-commerce, ...)
min_price / max_price	Asking-price band
min_mrr / min_arr	Recurring-revenue floor
max_multiple	Revenue or profit multiple ceiling
min_visitors	Monthly-visitor floor
status	active / sold for live sourcing vs comps
source_marketplace	Restrict to one or more source marketplaces

METHODOLOGY & DELIVERY

How it's built and shipped

- **First-party collection:** listings are aggregated across multiple marketplace sources by infrastructure we operate, not resold third-party feeds
- **Deduplicated universe:** the same business listed on multiple marketplaces is resolved to a single `listing_id`, so the universe is clean to screen
- **Lifecycle tracked:** every listing is followed from `active` through `under_offer` to `sold`, with timestamps at each transition
- **Point-in-time:** `first_seen`, `listed_date` and `sold_date` make deal-flow reconstructable without look-ahead, so sold comps are usable in backtests
- **Independent validation:** web traffic and detected technology stack sit alongside claimed financials for a sanity check
- **No consumer PII:** business-listing, financial and traffic data only

Delivery

- **Bulk extract:** CSV / JSON / Parquet via S3 or SFTP, full history at the cadence the client wants
- **Sample delivery:** a scoped sample (single business model, or single marketplace) delivered for validation before any commercial conversation
- **Production API:** per-client keys, listing / financials / screening endpoints, on engagement
- **Incremental delivery:** new and updated listings delivered as they post and close; backfill on request
- **Universe mapping:** listings mapped to the client's sourcing pipeline or comp set on delivery

USE CASES

What a research desk does with this

- **VALUATION** **Private-market valuation comps:** SMB and online-business transactions with asking price, MRR/ARR multiples and active/sold lifecycle as a live read on private small-cap valuations
- **SOURCING** **Roll-up sourcing:** screenable deal flow by model, price, revenue and multiple for buy-and-build and roll-up strategies
- **MULTIPLES** **Multiple trends over time:** revenue and profit multiples across models and price bands as a private-market pricing series

- **COMPS** **Sold comps:** point-in-time sold listings as realized transaction comps, not just asks
- **VALIDATION** **Traffic-vs-claims check:** web traffic and detected stack to sanity-check claimed financials before diligence
- **MAPPING** **Universe ready to join:** deduplicated, lifecycle-tracked, mergeable; delivered point-in-time to the client pipeline

ACCESS

Getting the data

Delivered by API or bulk export (CSV, JSON, Parquet, S3), with history and refresh cadence agreed per engagement.