

## **Kuhn Capital Enhances M&A Advisory Services for Middle-Market Technology Leaders**

Kuhn Capital, a boutique M&A advisory firm with more than 35 years of focused experience, today announces enhancements to its merger and acquisition advisory services for owners of innovative mid-market tech companies.



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The expansion underscores Kuhn Capital's commitment to disciplined strategy, rigorous buyer engagement, and outcomes that maximize exit valuations.

Tech founders face a complex M&A landscape where both strategic and private equity acquirers are becoming increasingly selective. Valuations now hinge on recurring revenue, proprietary assets, scalable models, and detailed execution — not just raw growth or headline multiples. Against this backdrop, disciplined preparation and targeted outreach separate transactions that succeed from those that stall or deliver mediocre results.

“Kuhn Capital was built to level the playing field for tech entrepreneurs who face professional buyers that transact for a living -- almost all of them,” said Ryan Kuhn, Founder and Managing Director of Kuhn Capital. “Our approach combines proprietary sellside experience, deep sector insight, and a disciplined process that communicates a company's true value. We engage buyers with precision and manage every phase of a sale to protect the seller's value and confidentiality.”

Since its founding, Kuhn Capital's principals have initiated more than 80 mid-market transactions totaling more than **\$3 billion** in value for tech clients. This history represents long experience in creating competitive buyer environments, structuring transactions that reflect market-clearing enterprise values, and guiding founders through complex negotiation dynamics.

Key elements of Kuhn Capital's advisory methodology include:

- **Strategic Preparation:** Includes internal due diligence to identify and resolve value-reducing flaws before going to market. In-depth industry research to define value drivers that resonate with selected strategic and financial buyers.
- **Targeted Buyer Engagement:** Focused outreach to qualified acquirers with rigorous vetting and confidentiality protocols, avoiding unfocused broad campaigns.
- **Transaction Management:** From valuation strategy and marketing documentation through negotiation and closing coordination, Kuhn Capital manages campaigns so founders can continue to focus on running their business during a critical time.
- **Buyer Competition:** Creating auction-like processes that strengthen negotiating leverage, a documented value driver.

Kuhn Capital's advisory framework reflects the firm's perspective that successful M&A transactions require both strong analysis and relationship management — compelling arguments for value combined with credible buyer interest. The firm's advisory work is bolstered by thought leadership as found on its [website](#) and in its Substack [M&A Factoids](#) series, written by Ryan Kuhn to demystify how tech mid-market deals work.

“As consolidation accelerates across software, data analytics, and high-IP tech services, the [research](#) is clear,” adds Kuhn. “Founders who prepare early and partner with seasoned advisors like Kuhn Capital earn a 25% higher valuation than those who don't.”

## About Kuhn Capital

*Kuhn Capital* is a boutique M&A advisory firm headquartered in Silicon Valley. It serves mid-market tech and IP-intense companies in the US and Europe. With a disciplined, sector-focused advisory practice

spanning more than three decades, the firm helps innovative owners maximize strategic value and achieve successful transaction outcomes upon exit. Contact [info@kuhncap.com](mailto:info@kuhncap.com) for more details.

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