

Synacti Originates Its First-Ever Completed Acquisition Using Sourcescrub

About Synacti

Synacti partners with high-growth, founder-owned companies in Europe's software industry. Founded in London in 2023, Synacti's buy-and-hold strategy focuses on providing early-stage companies and management teams with the resources and expertise to drive long-term growth.



Case Study Highlights

1st

first completed acquisition originated through Sourcescrub

2x

boost in sourcing and outreach efficiency

£120K

annual cost savings

Challenge

A Broad Sector and Lean Team

After founding Synacti in 2023, Guy Mitchell and Mark Goodhead joined a broker network and a few subscription sites. But none of the opportunities they received matched the firm's investment goals. "Not only were most opportunities just not the right fit, but they were also actively looking for investment, which meant a ton of competition," says Guy. "We wanted to find more proprietary opportunities within our investment parameters."

Octavian Manoli was hired to oversee the team's sourcing efforts. However, software is a broad landscape, and manually researching and filtering private companies is very time consuming. "We needed a tool to streamline that process and help Octavian quickly build a pipeline of qualified opportunities, or we would have to hire a lot more people."

Solution

Powerful Filters and Company Monitoring

Synacti ultimately chose Sourcescrub after learning about its unmatched usability and coverage of the private company space at RollUpEurope's Serial Acquirers Summit. Octavian now uses Sourcescrub to filter through millions of software companies across thousands of sources. He narrows them down to highly relevant opportunities that match specific theses requirements, including ownership type and employee count.

He also leverages Sourcescrub's AI-powered Similar Companies feature to instantly surface companies that closely resemble existing top targets. All data is automatically passed from Sourcescrub to Synacti's CRM, Salesforce, and then sent to their sales acceleration platform, Outreach.

"Potential deals usually have to simmer for some time," says Guy. "It's critical to maintain those relationships, but it's also impossible to manually stay on top of hundreds of opportunities at once. That's why we love Sourcescrub's company monitoring and alerts."

Results

A Completed Acquisition and Full Pipeline

Synacti's first acquisition, Callbell, was completed in December 2024 – and it originated in Sourcescrub. "There is no way we would have found Callbell, our very first acquisition, without Sourcescrub," says Guy. "They were off-market, founder-owned, and a perfect fit for our firm, and thanks to Sourcescrub, we now have an entire pipeline of businesses like this."

Consistently filing Synacti's deal pipeline and reaching out to promising targets is also much faster and easier thanks to Sourcescrub. The team estimates that Octavian is able to source and engage companies at least 2x more efficiently than before. This has enabled the firm to stay lean and scale its origination efforts without having to add additional headcount, resulting in £120K annual cost savings on salaries alone.



"Sourcescrub is truly invaluable to our organization, and I'm genuinely impressed with how much the platform has helped us achieve in such a short time."

– **Guy Mitchell**, Co-founder and CFO, Synacti