# Kison Patel's vision for revolutionising mergers and acquisitions in the tech industry



Kison Patel, the Founder and CEO of DealRoom, has been making significant strides in transforming the mergers and acquisitions (M&A) landscape, particularly for the tech industry. His company provides an M&A lifecycle management platform tailored for buyer-led M&A, which has been recognised twice on the Inc. 5000 Fastest Growing Companies list. Alongside DealRoom, Patel founded M&A Science, a global community that offers educational resources including courses and the top-rated M&A Science podcast, boasting over 2 million downloads. In his efforts, he seeks to modernise deal-making processes through innovative tools and education.

Patel’s journey into M&A began at a startup advisory firm, gaining hands-on experience that paved the way for the launch of his own M&A practice. His work in distressed deals during the 2008 recession deepened his insight into complex transactions. Frustrated by the inefficiencies in traditional M&A practices, Patel founded DealRoom in 2012, with a vision to streamline the management of deals from inception to completion.

Reflecting on current trends in the tech M&A space, Patel highlights the pivotal role of artificial intelligence (AI), which is being utilised in diverse areas such as document analysis and integration planning. DealRoom’s platform aids in consolidating deal data, which is particularly critical in the initial stages of M&A. “M&A can involve years of nurturing relationships or waiting for timing to align—think of sellers considering retirement or private equity investors preparing an exit,” Patel noted, as he emphasised the importance of timing and strategy in successful transactions.

The adoption of AI, while promising, faces challenges including security and legal concerns which deter some organisations from fully embracing these technologies. However, Patel remains optimistic that as trust in AI grows, it will become a fundamental element in automating repetitive tasks, optimising integration planning, and identifying hidden opportunities within vast datasets.

One of the significant hurdles in successfully executing M&A deals, especially in the tech sector, is integration. Traditionally focused on due diligence to mitigate risks, the industry is increasingly recognising that maximizing value through effective integration planning is equally crucial. This shift towards a more disciplined, buyer-led approach is evident, particularly in tech transactions.

Looking ahead to 2025, Patel anticipates a fundamental change in M&A dynamics, transitioning from a purely transactional focus to a future where successful integration takes precedence. He expects tech firms to lead this transition, as they increasingly adopt methodologies that promote efficiency, including early integration planning supported by AI tools. Economic factors such as interest rates and regulatory changes are also influencing this landscape, with Patricia predicting that easing regulatory scrutiny could encourage larger companies to rely more heavily on acquisitions for growth and innovation.

Patel identifies that integration remains a critical area for improvement in M&A, elaborating that even the most thorough due diligence can fall flat if integration planning is overlooked. “AI helps teams align integration plans early—during diligence—to create a blueprint for success," he stated. Technological advancements in handling unstructured data and streamlining contract reviews are positioned to cut transaction costs significantly while enhancing overall outcomes.

For tech companies aiming to attract potential acquirers, Patel advises maintaining well-organised records and demonstrating consistent growth. Understanding the priorities of potential buyers and utilising data-driven insights can enhance a company's appeal in the acquisition arena.

In terms of financing methods and deal structures, while earnouts remain prevalent, they are evolving to accommodate broader timelines which reduce contention. Furthermore, equity rollovers are gaining traction as interest rates affect capital costs, aligning seller incentives with the long-term success of the deal. There is also a growing preference for structures that prioritise integration and the retention of key personnel, facilitating smoother transitions.

Patel's podcast, M&A Science, originated from a perceived inconsistency in M&A process standardisation. Through interviews with practitioners, he aims to shed light on proven techniques and facilitate collaborative learning within the industry. Unique insights from over 300 discussions have informed his strategy on M&A, underlining the importance of integration planning from the outset.

As the M&A landscape continues to evolve, Patel envisions it as a central mechanism for driving innovation in the tech sector. The capacity for rapid market share acquisition through M&A, combined with an emphasis on frameworks that foster success, indicates a positive trajectory towards lower failure rates in deals. “When M&A consistently achieves its goals, it becomes not just a growth strategy but a cornerstone of innovation," he concludes, reflecting on the future of M&A within the tech industry.

Source: [Noah Wire Services](https://www.noahwire.com)

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