Venture Studio My Master App To Expand Its Operations Via Roll Up

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Dallas, Texas - August 26, 2026 -
My Master App, a Dallas-based venture studio, announced today that it is executing a roll-up strategy to consolidate complementary service providers across software development, marketing, advertising, and public relations. The move is designed to create an integrated platform serving SaaS founders throughout the entire business lifecycle across the United States.

A roll-up, also known as a consolidation play in mergers and acquisitions, involves acquiring multiple companies within the same or related industries to achieve economies of scale, expand service offerings, and increase operational efficiency. In this model, an acquirer identifies underperforming or owner-operated businesses, purchases them using a combination of debt, equity, and vender note, then leverages shared infrastructure and systems to drive organic growth while cross-selling additional services to an expanded customer base. This strategy has proven effective in fragmented service industries where small operators lack the resources to scale independently.

My Master App, which transitioned from its roots as a software development company to serve as a comprehensive venture studio, operates through four core service pillars?Build, Scale, Invest, and Exit - that guide SaaS founders from initial product development through business sale. The Build pillar focuses on software development and bringing ideas to market. Scale encompasses growth marketing, advertising, and customer acquisition strategies. The Invest pillar provides access to capital, both from the studio's internal resources and from external investors. Exit supports founders in selling their businesses or finding acquisition opportunities.

"Our founders tell us they want partners, not service vendors," said the company in a statement. "A roll-up structure allows us to bring world-class expertise across all four pillars under one roof, eliminating the friction of coordinating multiple providers and creating true alignment around founder success."

The company is targeting its initial acquisition within the Texas Triangle region - specifically a software development firm generating $2 million in annual revenue or a minimum of $750,000 in EBITDA. The target business should be operated by an owner nearing retirement or seeking to step back from day-to-day operations. Acquisition criteria include customer concentration below 35%, ensuring revenue diversification, and the presence of expansion opportunities that allow the business to scale beyond current operational constraints.

My Master App will finance acquisitions using a three-part approach: equity contributions, debt financing, and vender note arrangements. This structure aligns incentives with sellers, who retain partial financial interest in the business' continued success, and creates flexibility around purchase price and terms. The company plans to generate shareholder value through four primary mechanisms: cross-selling services from its existing platform to acquired companies' customer bases, improving operational performance through enhanced systems and processes, achieving financial synergies by reducing redundant costs, and leveraging infrastructure at scale.

To mitigate downside risk for equity and debt investors, My Master App employs a Downside Risk Protection framework. This approach builds financial reserves, maintains covenant headroom with lenders, secures seller alignment through earn-out structures, staggers amortization schedules, and reserves backup capital for operations during economic downturns. The model creates operational flexibility that enables the company to maintain service quality and growth investment even during market contractions.

The venture studio's expansion into consolidation comes as private equity firms increasingly recognize that fragmented service markets present significant acquisition opportunities. By combining My Master App's venture studio expertise with acquired companies' customer relationships and operational capabilities, the platform positions itself to become a vertically integrated solution for SaaS founders seeking comprehensive business support.

For more information about venture studio My Master App, visit the company website.

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My Master App

A Dallas-based venture studio founded in March of 2015 that partners with SaaS founders across the full entrepreneurial journey ? from software development and business growth to investments and the eventual sale of their business.

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