



 EMERGING TECH RESEARCH

Enterprise SaaS VC Trends

VC activity across the enterprise SaaS ecosystem

Q1
2025

REPORT PREVIEW

The full report is available through
the PitchBook Platform.





Contents

Enterprise SaaS landscape	3
Enterprise SaaS VC ecosystem market map	4
VC activity	5
Enterprise SaaS VC deal summary	23

Institutional Research Group

Analysis



Derek Hernandez Senior Research Analyst,
Enterprise SaaS and Infrastructure SaaS
derek.hernandez@pitchbook.com

Data

Nick Zambrano Data Analyst
pbinstitutionalresearch@pitchbook.com

Publishing

Report designed by **Chloe Ladwig, Julia Midkiff** and **Jenna O'Malley**
Published on May 14, 2025



Enterprise SaaS landscape

- 1 Customer relationship management
- 2 Enterprise resource planning
- 3 Supply chain management
- 4 Analytic platforms
- 5 Knowledge management systems
- 6 Other application software





Enterprise SaaS VC ecosystem market map

This market map is an overview of venture-backed or growth-stage companies that have received venture capital or other notable private investments as of Q4 2024.

[Click to view the latest interactive map on the PitchBook Platform.](#)

1

Customer relationship management (CRM)

Marketing

Digital commerce

Sales

Cross-CRM

Customer service & support

2

Enterprise resource planning

Manufacturing & operations

Financial capital management

Human capital management

Enterprise asset management

3

Supply chain management

Supply chain planning

Procurement & sourcing

Supply chain execution

4

Analytic platforms

Analytics & business intelligence platforms

ABI custom applications

AI & data science platforms

Other analytic platforms software

Location intelligence platforms

5

Knowledge management systems

Email & authoring

Content services

Project & portfolio management

6

Other application software

Other security

Enterprise search

Compliance



VC activity

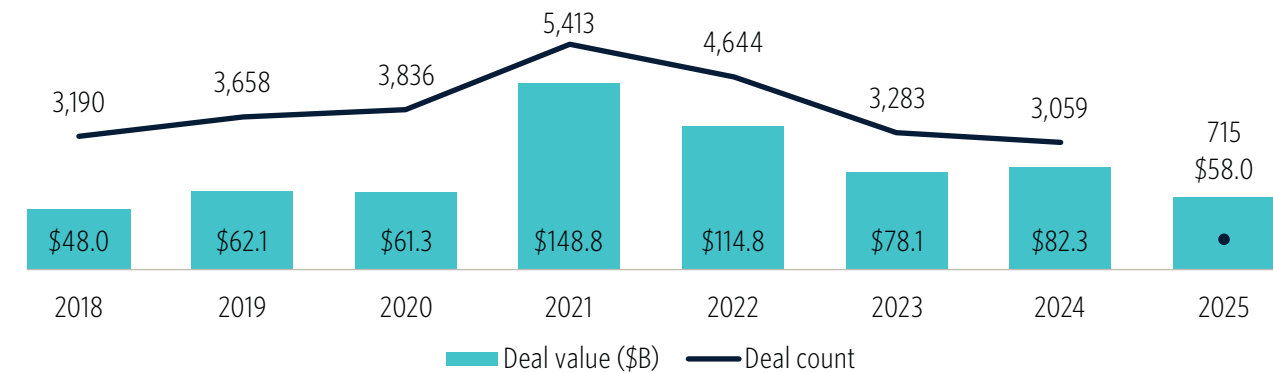
Q1 2025 saw the greatest number of dollars invested in enterprise software-as-a-service (SaaS) companies we have ever recorded, at \$58 billion, over two-thirds of which was driven by OpenAI's \$40 billion raise on March 31. The quarter flew far beyond the 2021 peak of \$42.6 billion—over 36% higher—and was led by the massive investment in AI opportunities now fully gripping the investment landscape for enterprise SaaS.

By comparison, the last peak in Q4 2021 was largely driven by federal stimulus and near-zero-percent interest rates. These pushed a growth-at-all-costs mentality and elevated SaaS valuations to unsustainable multiples. The hangover after 2021 lasted for several years until 2024 saw a resurgence in investments, especially for the many AI opportunities that have developed. Although OpenAI, Anthropic, and xAI get much of the attention, the hundreds of deals every quarter are flush with AI-native and AI-enabled solutions. We expect this trend to strengthen into 2025 and beyond.

Q1 2025 deal value was dominated by a single raise by OpenAI of \$40 billion at a \$300 billion post-money valuation. This massively exceeded (by 2.2x) the value of all the other 714 deals done in the quarter, which together amounted to \$18 billion. By comparison, Q4 2024 was also uplifted by two megadeals by OpenAI (\$6.6 billion) and xAI (\$6 billion), though these together were just 31.5% the size of OpenAI's Q1 2025 raise.

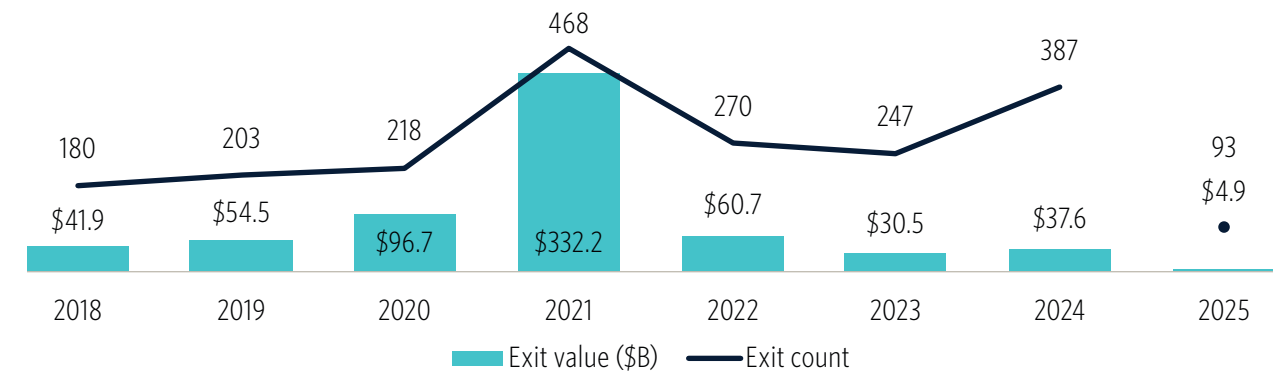
Backing out the megadeals of Q1 2025 and Q4 2024, these past four quarters have been remarkably stable despite the recent market turmoil. In reverse order (excluding megadeals), Q1 2025 saw 714 companies raise \$18 billion, Q4 2024 saw 731 companies raise \$17.5 billion, Q3 2024 saw 710 companies raise \$18.4 billion, and Q2 2024 saw 808 companies raise \$15 billion. Despite the flashy foundational large language model raises, we are seeing a strong and consistent flow

Enterprise SaaS VC deal activity



Source: PitchBook • Geography: Global • As of March 31, 2025

Enterprise SaaS VC exit activity



Source: PitchBook • Geography: Global • As of March 31, 2025



VC ACTIVITY

of investment dollars into enterprise solutions addressing the everyday needs of firms around the globe, including enterprise resource planning, customer relationship management, analytic platforms, supply chains, and knowledge management systems.

Exits in Q1 2025 dipped QoQ to 93, down from 111 in Q4 2024. The figure remained high compared with the market softness in 2022 and 2023. Meanwhile, exit value decreased QoQ to \$4.9 billion, down from \$10.4 billion in Q4—excluding the acquisition of Wiz, which is captured by our cybersecurity vertical. The largest single exit was Metaphysic, which exited to DNEG, Novator Partners, and United AI Safer Group via LBO in February at a \$1.4 billion valuation. Nonetheless, total exit value declined 52.9% QoQ. In addition, the quarter recorded 65 acquisitions, 22 buyouts, five IPOs, and one reverse merger. Given recent market disruptions, as well as the highly publicized delays and suspensions of several major IPOs in the past few months—such as Klarna, Circle, StubHub, Chime, and Hinge Health—we no longer believe that IPOs will rebound in 2025.

Overall, exit valuation disclosures remained low—23 of 93 disclosed valuations, or 24.7%—which we interpret as a generally weaker environment for sellers. Without a meaningful decrease in the cost of capital, valuations could remain pressured, causing exit disclosures, a proxy for exit sizes and multiples, to stay low. By comparison, 446 of 464 exits (96.1%) in 2021 disclosed valuation.

Q1 2025 also saw the largest SaaS acquisition yet, with Google's \$32 billion purchase of cloud security firm Wiz that reshaped the competitive landscape within cloud and cybersecurity overnight. This investment reflects Google's commitment to closing the security gap with Microsoft and Amazon Web Services, as well as demonstrating the escalating value placed on cybersecurity in the cloud era. While past cloud acquisitions were often focused on infrastructure or cost optimization, this marks a decisive pivot toward security-first strategies. This record-

setting deal may portend a wave of follow-on M&A activity as hyperscalers and major SaaS players race to shore up their security capabilities in an ever more complex threat environment.

Another sector of SaaS that has quietly but steadily gained importance over the past several years is the growing demand for cloud cost management, demonstrated by Flexera's acquisition of NetApp's Spot financial operations (FinOps) and cloud infrastructure products in Q1 2025. While earlier M&A activity in the sector was focused on automation and orchestration, this deal reflects a clear pivot toward FinOps. This is an increasingly critical space as enterprises grapple with sprawling multicloud bills. We view this move as part of a broader trend where SaaS vendors are deepening their value propositions by embedding cost visibility and optimization directly into their platforms, offering not just tools but holistic cloud governance solutions.

Revenue growth for B2B SaaS in Q1 2025 showed clear signs of slowing, with February and March data pointing to flat revenues in a sharp contrast to the stronger expansions seen throughout 2024. While headline numbers may suggest broader market softness, a closer look reveals that the slowdown was concentrated in small and midsize SaaS companies, many of which are facing longer sales cycles and tighter customer budgets. By contrast, larger incumbents continued to perform solidly, as established solutions and strong customer relationships supported greater cross-sell opportunities. This continues to be a maturing phase in B2B SaaS, as past higher growth rates give way to more selective, efficiency-driven expansion, particularly as customers grow more discerning in their software investments.

Pricing has also been going through a profound shift due to AI pressures on traditional SaaS business models. The industry has been transitioning from seat-based or annual subscription licenses toward usage-based, pay-as-you-go frameworks. This is largely driven by marginal costs



VC ACTIVITY

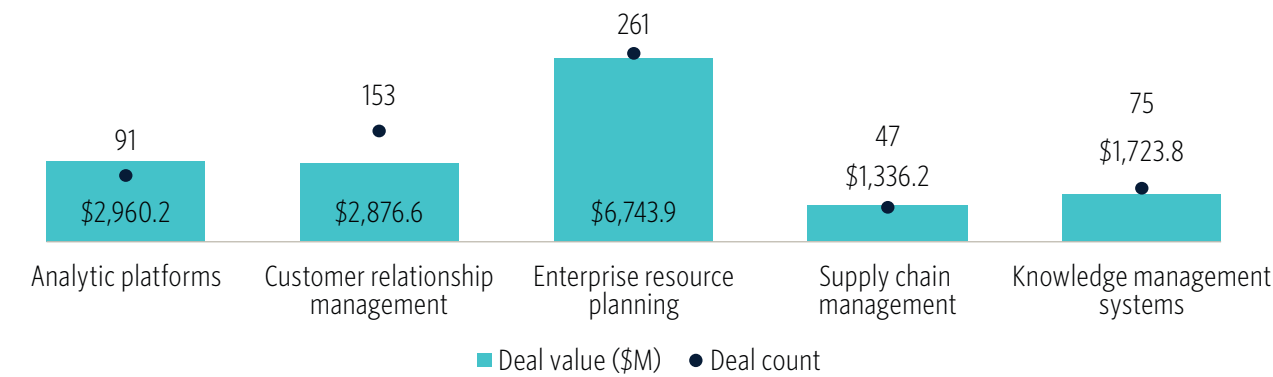
that have risen from near zero to uncertain highs on the back of expanding AI inference and compute costs as these AI technologies are further embedded into traditional SaaS solutions. This trend gained notable momentum in Q1 2025, with many SaaS companies reporting experiments with metered billing tied to AI-driven consumption metrics, Application Programming Interface calls, or automated task completions. While SaaS has long leaned on predictability and lock-in, the new AI era is forcing vendors to rethink their revenue generation capabilities, especially in the face of evolving customer demands. We expect this transition to continue accelerating in 2025, fundamentally reshaping how SaaS companies capture revenue and deepen customer relationships.

Overall, enterprise SaaS is a broad horizontal sector united by its focus on providing business solutions. These can be as focused as bespoke solutions for specific industries—such as healthcare customer management and care—or as broad as sales or business intelligence services that can be used by any enterprise regardless of sector, geography, or customer base. This creates a huge total addressable market for companies to pursue, as exemplified by massive public companies like Microsoft and Salesforce, and over 17,000 segmented private companies within the PitchBook analyst-curated enterprise SaaS vertical.



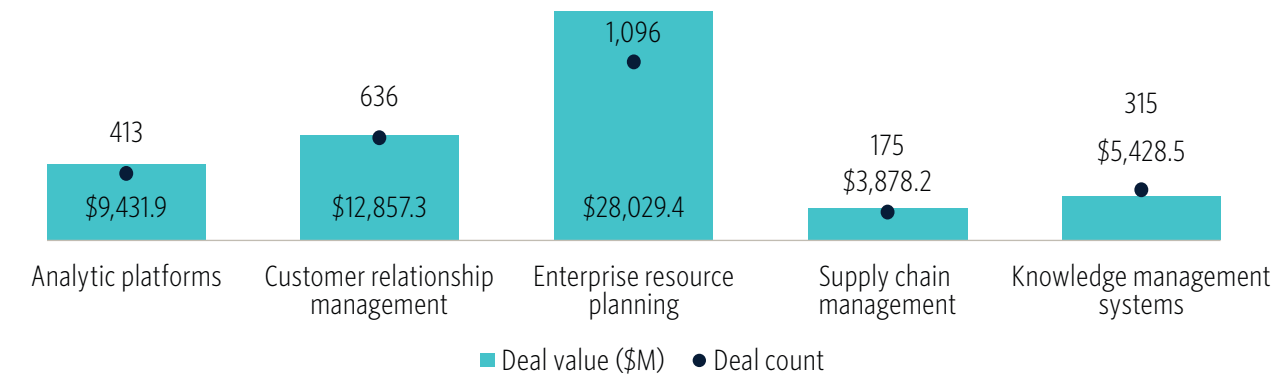
VC ACTIVITY

Q1 2025 enterprise SaaS VC deal activity by segment



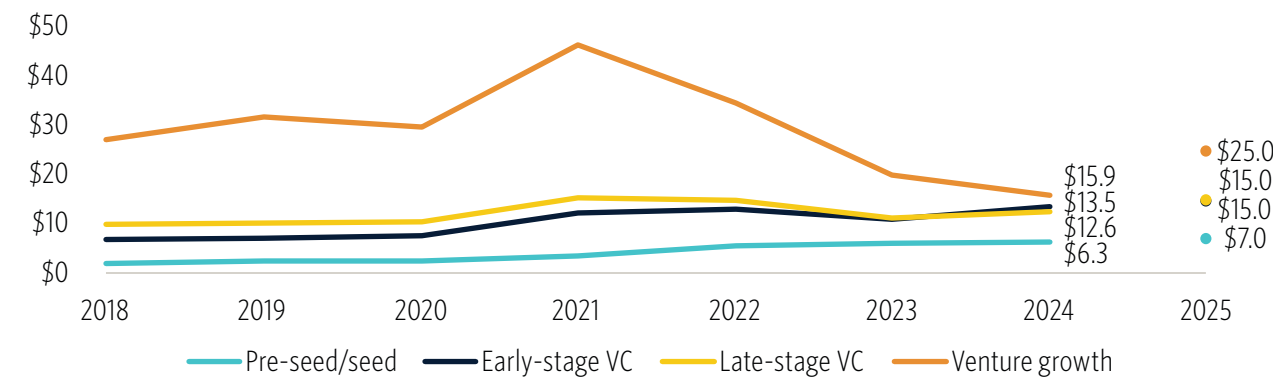
Source: PitchBook • Geography: Global • As of March 31, 2025

Trailing 12-month (TTM) enterprise SaaS VC deal activity by segment



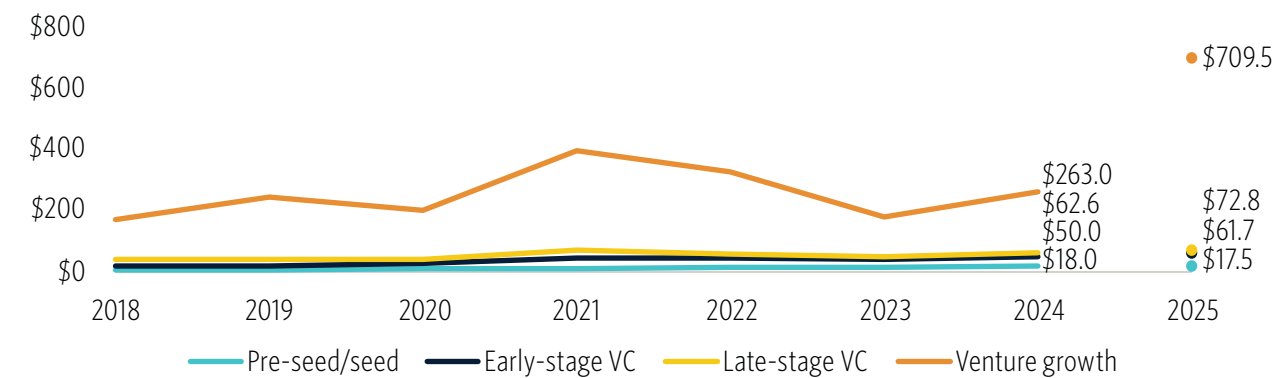
Source: PitchBook • Geography: Global • As of March 31, 2025

Median enterprise SaaS VC deal value (\$M) by stage



Source: PitchBook • Geography: Global • As of March 31, 2025

Median enterprise SaaS VC pre-money valuation (\$M) by stage

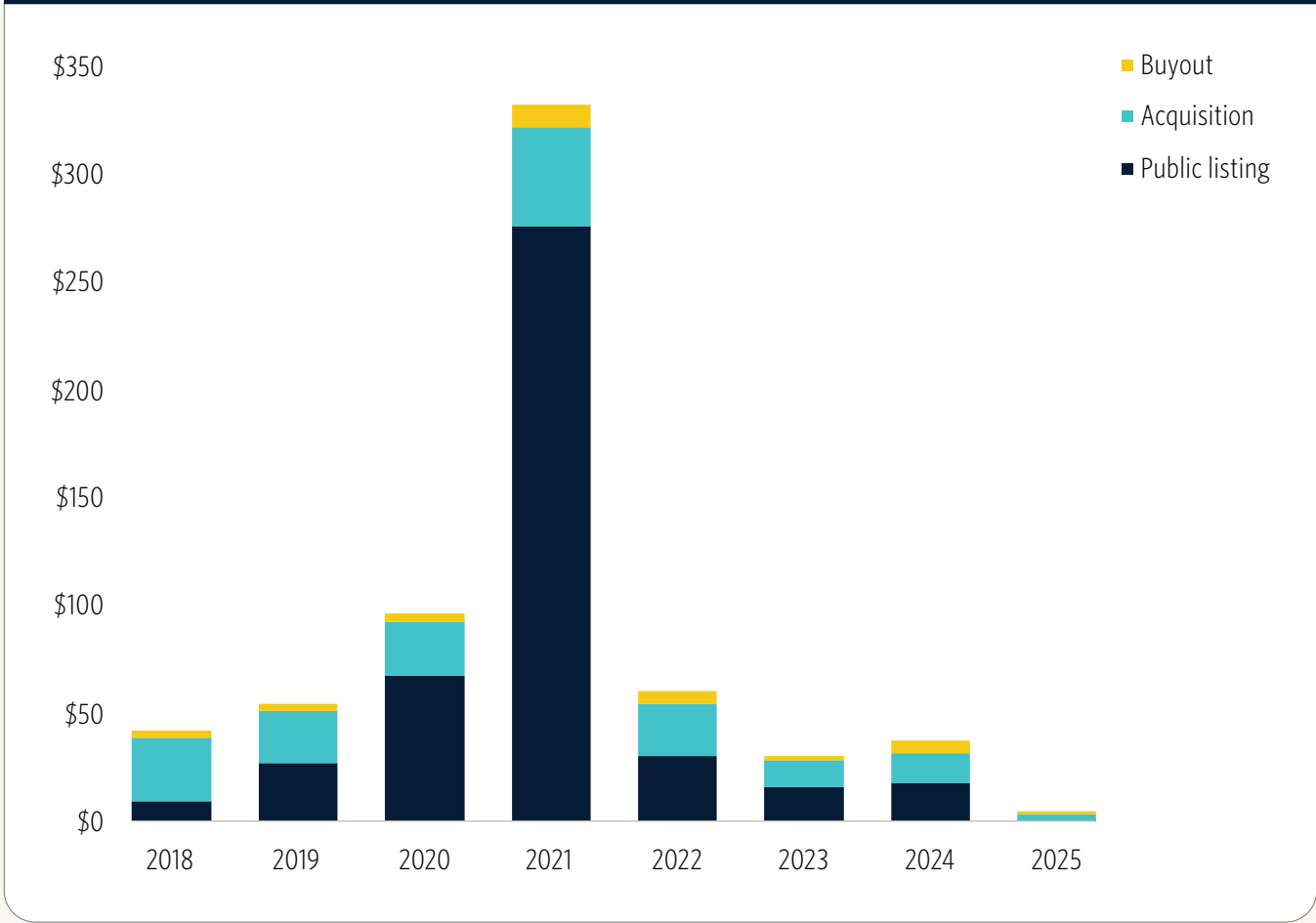


Source: PitchBook • Geography: Global • As of March 31, 2025



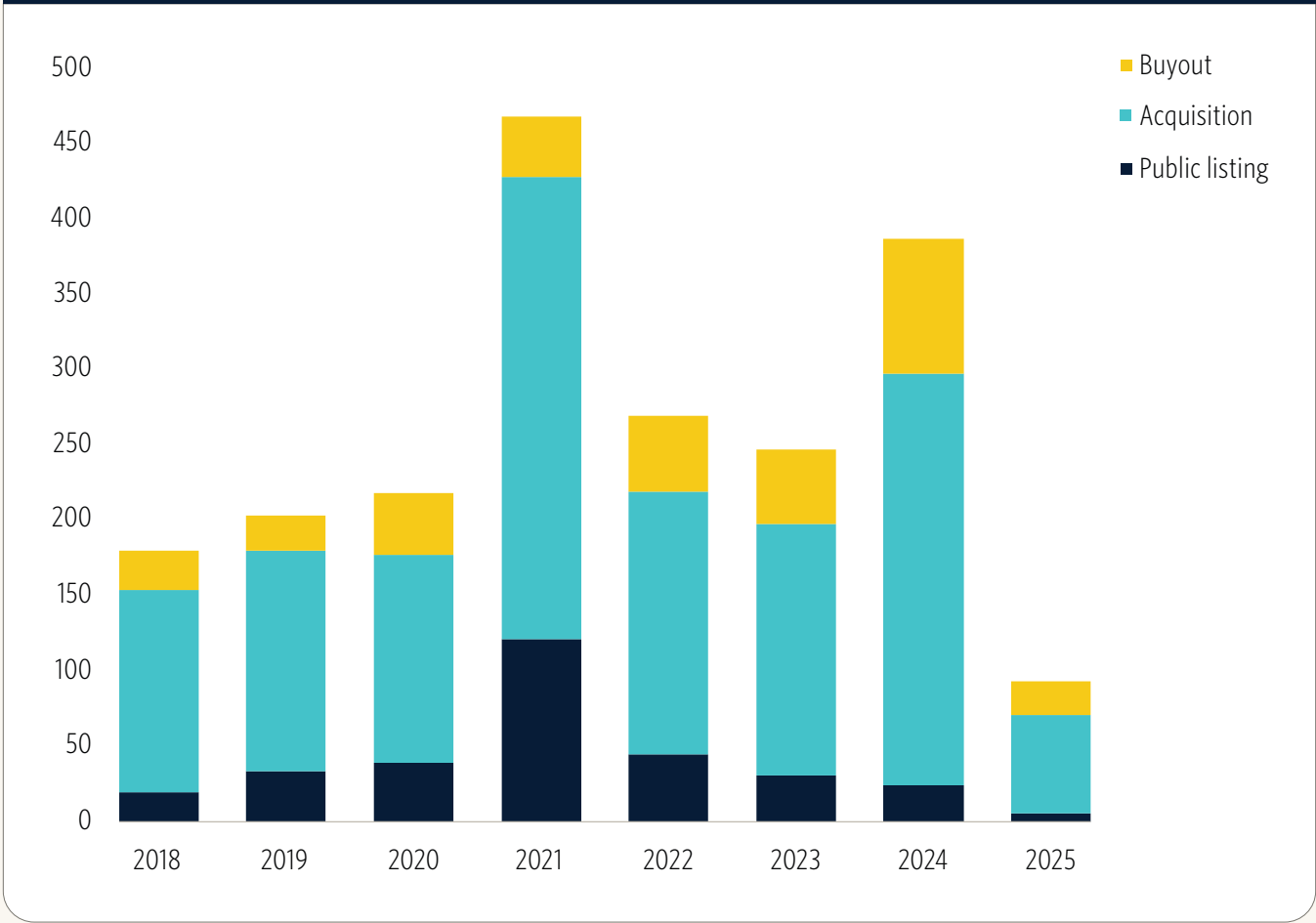
VC ACTIVITY

Enterprise SaaS VC exit value (\$B) by type



Source: PitchBook • Geography: Global • As of March 31, 2025

Enterprise SaaS VC exit count by type



Source: PitchBook • Geography: Global • As of March 31, 2025



VC ACTIVITY

Key enterprise SaaS early-stage VC deals in Q1 2025

Company	Close date	Segment	Subsegment	Deal value (\$M)	Post-money valuation (\$M)	Lead investor	Valuation step-up (post to pre)
Omni	March 13	Analytic platforms	Analytics & business intelligence platforms	\$69.0	\$709.0	ICONIQ Growth	5.9x
Reneo	February 20	Analytic platforms	Location intelligence platforms	\$624.3	N/A	Eurazeo	N/A
Flex	March 5	Enterprise resource planning	Financial management systems	\$225.0	\$225.0	Titanium Ventures	3.8x
Lila Sciences	March 10	Analytic platforms	AI & data science platforms	\$200.0	N/A	Flagship Pioneering	N/A
Plata	March 11	Enterprise resource planning	Financial management systems	\$160.0	\$1,500.0	Kora Management	N/A
Univista	January 6	Enterprise resource planning	Enterprise asset management	\$137.2	N/A	N/A	N/A
Eudia	February 13	Enterprise resource planning	Manufacturing & operations	\$105.0	N/A	General Catalyst	N/A
Dream	February 17	Other application software	Other security	\$100.0	\$1,100.0	Bain Capital	6.0x
Mercor	January 27	Enterprise resource planning	Human capital management	\$100.0	\$2,000.0	Felicis	7.6x
Cicero	March 25	Enterprise resource planning	Manufacturing & operations	\$99.5	N/A	N/A	N/A

Source: PitchBook • Geography: Global • As of March 31, 2025



VC ACTIVITY

Key enterprise SaaS VC exits in 2025

Company	Close date	Segment	Exit value (\$M)	Exit type	Acquirer(s)	Post-money valuation (\$M)
Metaphysic	February 14	Knowledge management systems	\$1,430.0	Buyout/LBO	DNEG, Novator Partners, United Alsaqer Group	\$1,430.0
EvolutionIQ	January 6	Enterprise resource planning	\$730.0	M&A	CCC Intelligent Solutions	\$730.0
SafeSend	January 2	Enterprise resource planning	\$600.0	M&A	Thomson Reuters	\$600.0
MANTL	March 14	Enterprise resource planning	\$400.0	M&A	Alkami	\$400.0
mParticle	January 16	Analytic platforms	\$300.0	M&A	Rokt	\$300.0
Voyage AI	February 24	Enterprise resource planning	\$220.0	M&A	MongoDB	\$220.0
Carbon6	February 7	Customer relationship management	\$210.0	M&A	SPS Commerce	\$210.0
SAIMO	January 15	Enterprise resource planning	\$167.1	IPO	N/A	\$222.8
Dynamic Map Platform	March 27	Enterprise resource planning	\$151.4	IPO	N/A	\$190.1
Vulcan Cyber	February 7	Other application software	\$150.0	M&A	Tenable	\$150.0

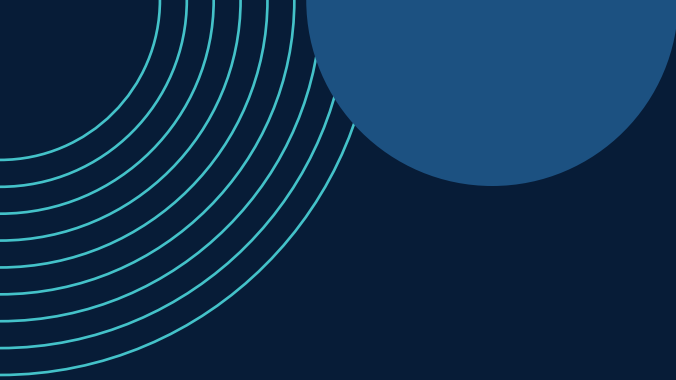
Source: PitchBook • Geography: Global • As of March 31, 2025



Enterprise SaaS VC deal summary

	Quarterly activity					TTM activity	
	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2023-Q1 2024	Q2 2024-Q1 2025
Deal count	807	809	710	733	715	3,191	2,967
QoQ change	13.8%	0.2%	-12.2%	3.2%	-2.5%	N/A	-7.0%
Share of total VC	7.2%	8.0%	7.7%	8.2%	9.0%	7.6%	8.2%
Deal value (\$B)	\$12.7	\$21.0	\$18.4	\$30.1	\$58.0	\$58.5	\$127.5
QoQ change	-13.1%	65.4%	-12.4%	63.6%	92.3%	N/A	117.9%
Share of total VC	15.5%	22.9%	21.7%	25.2%	41.5%	17.5%	29.2%
Exit count	92	89	95	111	93	278	388
Public listings	6	6	6	6	6	28	24
Acquisitions	61	65	65	83	65	187	278
Buyouts	25	18	24	22	22	63	86

Source: PitchBook • Geography: Global • As of March 31, 2025



About PitchBook Industry and Technology Research

Independent, data-driven, and timely market intel

As the private markets ecosystem continues to grow in complexity and competition, investors need tools and data that can give them an edge.

Our Industry and Technology Research provides detailed analysis of established industries and nascent tech sectors from the perspective of private market dealmaking, helping you stay current on market trends and providing the insights you need to pursue new opportunities with confidence.

©2025 by PitchBook Data, Inc. All rights reserved. No part of this publication may be reproduced in any form or by any means—graphic, electronic, or mechanical, including photocopying, recording, taping, and information storage and retrieval systems—without the express written permission of PitchBook Data, Inc. Contents are based on information from sources believed to be reliable, but accuracy and completeness cannot be guaranteed. Nothing herein should be construed as any past, current or future recommendation to buy or sell any security or an offer to sell, or a solicitation of an offer to buy any security. This material does not purport to contain all of the information that a prospective investor may wish to consider and is not to be relied upon as such or used in substitution for the exercise of independent judgment.

PitchBook Data, Inc.

Nizar Tarhuni Executive Vice President of Research and Market Intelligence

Paul Condra Global Head of Private Markets Research

James Ulan Director of Research, Emerging Technology

Industry and Technology Research team

PitchBook's Industry and Technology Research team provides comprehensive updates on over 20 different coverage areas.

[Visit our website](#) for the full list.

Eric Bellomo
eric.bellomo@pitchbook.com

Jim Corridore
jim.corridore@pitchbook.com

Aaron DeGagne
aaron.degagne@pitchbook.com

Alex Frederick
alex.frederick@pitchbook.com

Jonathan Geurkink
jonathan.geurkink@pitchbook.com

Kazi Helal
kazi.helal@pitchbook.com

Derek Hernandez
derek.hernandez@pitchbook.com

Ali Javaheri
ali.javaheri@pitchbook.com

John MacDonagh
john.macdonagh@pitchbook.com

Rudy Yang
rudy.yang@pitchbook.com