



PHILIPPS & BYRNE

ZERO BULLSHIT TECH ADVISORY



We Help Founders and Investors Build the World of Tomorrow

Product and Tech Due Diligence | Health Checks | Tech Advisory



We Believe

“After 20 years in the Tech Industry, I learned that Tech DD and advisory should always be well-invested time for everybody involved.

We provide feedback and sparring to investors, as well as to founders and Tech leaders.

No overhead, no administrative bullshit.

Just relevant advice!”

Chris Philipps | Managing Partner

Key Data

74B+

Enterprise value advised

25+

Countries

96

NPS all time

20+

Years of experience

0

Bullshit

650+

Tech Due Diligence and Health Checks

Our Offering

We stand for **Zero Bullshit** Tech Advisory!



Tech Due Diligence

for VC/PE-funding and M&A



Health Check

For start-ups and scale-ups



Advisory

for long-term support



Solutions

use the power of our network

Tech Due Diligence



Scope

- Overall business context (to determine tech requirements)
- Leadership and tech strategy
- Product management
- Engineering organization and team
- Development process
- Infrastructure and deployment
- Software architecture
- Quality assurance
- Code Reviews
- Metrics and KPIs
- Company and Engineering culture
- BI and Analytics
- Artificial Intelligence / Machine Learning
- Business process automation
- Security, compliance, and privacy (GDPR)
- Hardware assessment (if applicable)

Clients

Venture Capital and Private Equity Investors, Founders growing through M&A

Estimated Timeline

2 days to 4 weeks (depending on funding stage)

Deliverable

A comprehensive report with actionable recommendations to be shared with target company

Our Approach

360 Degree assessment from strategy to codebase.

Transparent scoring performed with strong tech expertise.

Clear statement whether the Product Engineering setup is suitable to support growth plans.

Proven Playbook recognized as industry best practice, based on 650+ tech assessments.

Stakeholder Interviews with substantial dialogues, way beyond just Q&A checklist.

Hands-on recommendations on all areas assessed to support the company's roadmap for future growth.

Health Check



Scope

- Overall business context (to determine tech requirements)
- Leadership and tech strategy
- Product management
- Engineering organization and team
- Development process
- Infrastructure and deployment
- Software architecture
- Quality assurance
- Code Reviews
- Metrics and KPIs
- Company and Engineering culture
- BI and Analytics
- Artificial Intelligence / Machine Learning
- Business process automation
- Security, compliance, and privacy (GDPR)
- Hardware assessment (if applicable)
- Hiring and onboarding

Clients

Start-ups, Scale-ups
and Tech Companies

Estimated Timeline

2 days to 4 weeks
(depending on company
size)

Deliverable

A comprehensive report
with actionable
recommendations and a
workshop for a deeper
understanding

Our Approach

360 Degree assessment from strategy to codebase.

Honest and zero bullshit assessment: Is your Product Engineering setup suitable to support your growth plans? Are you ready for the next funding round?

Proven Playbook recognized as industry best practice, based on 650+ tech assessments.

Stakeholder Interviews based on expertise, experience and empathy tailored to the individual context of your company.

Strategic and hands-on recommendations to support your company's future growth, and the option of continuous support and sparring.

Tech Advisory



Advisory Areas

Our Tech Advisory projects are customized to your needs. This is a selection of areas we support:

- Implementation of measures identified in Tech Due Diligence or Health Check
- PMI (Post-Merger Integration)
- Strategic Tech sparring for Founders, CEOs and investors
- Mentoring for Tech and Product leadership
- Organizational Design and Setups for Scale
- Sparring regarding Tech Stack, Infrastructure and Architecture
- KPIs and Metrics in Tech and Product Management
- Identification of Hiring Needs and C-Level Hiring Support
- Change management support
- Board Seats/Board Advisory
- Portfolio Support

For Whom?

Start-ups, Scale-ups and Tech Companies, Investors

Estimated Timeline

Minimum engagement 6 months with one day minimum per month

Deliverable

To be defined individually

Our Approach

Tech Advisory solutions in line with industry best practices, from experienced Tech leaders and startup veterans.

Scope based on the individual needs of your organization.

Honest and zero bullshit sparring, feedback and advisory in Tech.

Hands-on guidance to support your company's growth and scaling plans.

Intensive and immersive workshops and engagement with Tech and Product Teams, onsite or remote.

Our Senior Advisory Team

We are a team of 12 people, and we live and breathe startup industry!
We have a strong technology DNA and a deep expertise in building products and scaling ventures.



Chris Philipps
Managing Partner

Principal Consultant
10y+ CTO, 10 years of
DD experience
eCommerce + SaaS



David Asabina
Associate Partner

15y+ Engineering & CTO
Experience, Machine
Learning and Robotics



Bastian Buch
Principal Advisor

15y+ in Leadership
Positions in Scale-ups and
and Co-Founder of the
Mentoring Club



Philipp Claus
Principal Advisor

Advisory and Consulting,
Worked at McKinsey &
Co., Coaching, and Agile
Product Development



Some of our Experts

Besides our internal team of experienced Tech Advisors, we work with a broad group of thought leaders who support us as experts.



Teal Bauer
Expert

Roles: Engineer, CTO, CPO

Industries: Healthcare, eCommerce, SaaS

McKinsey
& Company



intosite



Pierluigi Ferrari
Expert

Roles: Engineer, Tech Leadership

Industries: AI, Computer Vision, Robotics

McKinsey
& Company



ENWAY
A ROCKET company



Martin Rothenberger
Expert

Roles: CTO, Engineering

Industries: E-Commerce & Marketplaces



VALMANO



Hagen Hübél
Expert

Roles: CTO, Tech Leadership

Industries: Web3 and FinTech

token
forge.



Paul Onnen
Expert

Roles: CTO, VP Engineering

Industries: Web3 and FinTech



... and more than 50 other experts for nearly any tech topic.

Investors Trusting Us



“We work with Philipps & Byrne on a regular basis, and they are a strong partner when it comes to TechDDs. We are always impressed with how well they understand the target companies and produce relevant results.”

Jan Miczaika
Partner | HV Capital



Tech Companies Trusting Us



The work of Philipps & Byrne had a great impact. The team has very deep tech expertise. They guided us through the assessment, delivering great results for our company while also providing us with further potential for improvement.

Matthias Einig
CEO and Founder | Rencore

CARSOME

HAUSGOLD

home
to go_

ottonova

 OUTFITTERY

SCHÜTTFLIX®

 sevDesk

Sdui

REALVNC

 Rencore

SIGNAL™

 sosafe

STRABAG
SOCIETAS EUROPAEA


URBAN SPORTS CLUB

 zalando

ZENJOB

Selected Case Studies



Philipps & Byrne was a great partner for the Tech Due Diligence at Aleph Alpha. With their expertise in Artificial Intelligence, they were able to really grasp and dissect Aleph Alpha's strategy and technology approach and help us build the confidence we needed from a technical standpoint to pursue the investment.

Andre Retterath
Partner | Earlybird Ventures

AI and DeepTech



SaaS & Platform



ClimateTech



HealthTech



FAQs

How are you different from others?

We commit to a strict zero bullshit policy. Our advisors all have a strong tech background and operate with expertise, experience and empathy. We contextualize our findings and decipher how business translates into tech. Assessments driven by data that help you benchmark. We are trusted sparring partners for investors and founders throughout their entire growth lifecycle.

How long does a Tech Due Diligence or Health Check take?

From around 2 days to 4 weeks, depending on funding stage resp. M&A setup

How much in advance do you know?

For Tech Due Diligence, Ideally, 2-4 weeks before the closing appointment at the notary. Health Checks and Tech Advisory according to your business needs.

What does your analysis contain?

Tech Due Diligence and Health Checks contain an assessment of the Tech leadership, Teams, Organization, Technology and Processes in order to identify and assess risks, assets, and potentials to attain business goals.

Do you look at the source code?

Yes, code walks and reviews are part of the scope.

How much of an effort is this for the teams?

The confidence level of a Tech DD and Health Check usually increases with the number of different roles being interviewed. Stakeholders on the target company's side typically are the CEO, Founder(s), CTO, CPO, Head of Product, Team Leads & Software Architects. Teams should expect between 8 – 10 interview sessions of approximately 45 min each, excluding the preparation of the data room.

What happens after your report?

The Tech DD report is provided to the investors and ideally shared with the founders as well. Health Check reports are provided to the founders. The report should ideally support the future tech and product roadmap and scaling of the company.

Can you help us implement the recommendations in the report?

We support this with dedicated tech advisory solutions.

Do you only work in Germany or Europe?

While we work primarily within the European Tech ecosystem, we are able to support clients worldwide.

Do you work on-site or remotely?

Remote-first, on-site advisory is certainly possible.



PHILIPPS & BYRNE

You want more answers? Don't worry, we got this!

Contact Us:



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