

**DATE**

January 07, 2022

**SECTORS**

Technology & Software

**DEAL LOCATIONS**



**DEAL TEAM**



**Sebastian Daumueller**  
Managing Director



**Ateesh Srivastava**  
Director

# DC Advisory advised BlueRunner Solutions on its sale to ParentPay



**Background**

- BlueRunner Solutions (BlueRunner) is the leading provider of cashless SaaS solutions in education and hospitality in the UK, producing feature-rich products that are used in over 1,000 schools and 500 enterprise settings
- Their suite of software solutions spans both web and app interfaces, facilitating:
  - cashless school meal ordering;
  - catering planning;
  - student app;
  - loyalty & CRM;
  - pre-order and digital payment and;
  - hospitality booking portals

**Process**

- DC Advisory (DC) was engaged by BlueRunner to explore strategic options
- DC assisted shareholders in evaluating inbound interest and exploring alternate options,

leveraging its expertise in education technology market dynamics and managing preemptive discussions to provide a successful outcome

- During this process, ParentPay - a leading provider of software solutions to schools in the UK - was identified as an attractive home for BlueRunner and the team
- Tailored management of interest from several key market participants, followed by a guided and thorough diligence process, brought the process to a great conclusion for all involved parties

#### **Outcome**

- BlueRunner announced its sale to ParentPay in January 2022
- BlueRunner's suite of software solutions, in particular its best-in-class cashless school meal ordering platform, will complement ParentPay's existing solutions and significant presence across education institutions in the UK and Europe
- The BlueRunner team, led by CEO Chris Schroeder, will stay with the firm, playing key roles to drive growth for the combined team

“Seb, Yousif and the DC Advisory team were a pleasure to work with – they understood our business and the tech space from the word go which instilled confidence in partnering with them. They likewise brought a human element to the process which was invaluable and we are grateful for their and the entire DC Advisory team’s support.”

Chris Schroeder  
CEO, BlueRunner Solutions

“I would like to thank DC Advisory, led by Seb and Yousif, for their outstanding service and advice. They were professional, hands-on and provided considered advice that was instrumental in the successful outcome of this transaction.”

Phil Davidson  
Chairman, BlueRunner Solutions

“It was a real pleasure to work with Chris, Eileen and Phil, who have created an innovative and energetic software business. This combination with ParentPay will allow BlueRunner’s products to be enjoyed by many

more schools, and parents and pupils, both in the UK and internationally. This represents yet another successful transaction for our market-leading global EdTech franchise.”

Sebastian Daumueller  
Managing Director, DC Advisory