

Let's create exponential value. Together.

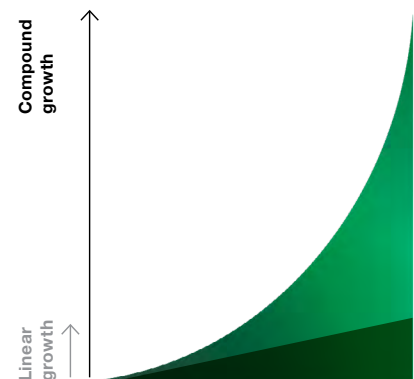
We're an investment firm that partners with businesses to help create value and deliver exceptional results. We do this by unlocking the power of compound growth over time and by leveraging a proven operating playbook.



OUR POINT OF VIEW

**Growth is great.
Compound growth is better.**

Compound growth is the ability of an investment to grow exponentially over time by repeatedly adding earnings to the initial investment. We passionately believe in optimizing the power of compound growth (rate of return x time), which is why we employ a disciplined approach that enables businesses to scale over time and maximize value for owners and investors.



Compound Growth = Rate of Return x Time

WHO WE ARE

We're a lot like you.

Like you, we're entrepreneurs and business builders with ambitious goals. We know that building a sustainable business is far from easy. We understand what it's like to be in your shoes as operators, deal makers, shareholders and board members. In the process, we've amassed the expertise and a playbook to support businesses to reach their potential.



WHY PARTNER WITH US?

We'll help you build a business for the long haul.



Good partners share the same objectives

As true partners, we invest our own capital besides yours, then we work collaboratively with founders, owners and management teams to ensure that our strategies and approach are always aligned.



Long term growth involves patience and commitment

We help build “forever businesses” that scale over time by reinvesting in the business. We have the ambition, expertise and patience to multiply capital over the long haul thanks to compound growth strategies.



Our focus is on small and mid-size businesses

We have decades of experience investing, advising and optimizing pet, consumer and services businesses. We bring our domain expertise and network to help accelerate growth and drive value.



We put our proven playbook to work...for you

Our Value Execution Plan supports Growth, Operational Excellence, Human Capital and leverages AI, Technology & Systems to professionalize and scale small businesses into successful platforms.



Flexibility and creativity are in our DNA

Our experience includes a wide range of deal sizes and partnership models. And our approach is to tailor our relationships to meet your specific needs and objectives – including solving critical business constraints and shareholder transitions.



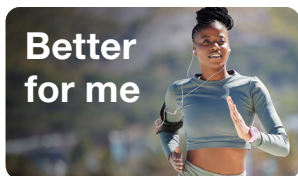
We believe in doing well by doing the right thing

It's pretty simple really. We believe in integrity and the power of win-win. Call us old-fashioned, but we think that honesty and sincerity matter, especially if you want to build long term business success.

THEMATIC INVESTMENT STRATEGY

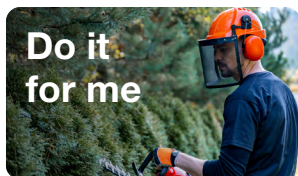
We believe that shifts in demographics and consumer behavior create significant long term business opportunities.

Here are a few themes we like:



Better for me

Focus on health and quality of life



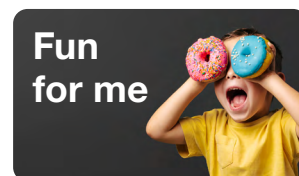
Do it for me

Reduce time and improve experience



Easier for me

Use technology to simplify life / business



Fun for me

Seek joy and happiness

Our Investment Criteria:

We like to partner with businesses generating less than \$100M in revenue, and help them accelerate growth and maximize value.