



1997 Founded
\$1B+ Invested
\$450M Fund VII
100+ Platform Companies

OUR EXPERTISE IS SCALING COMPANIES. OUR VALUES GUIDE THE JOURNEY.

We deeply understand the challenges and opportunities that come with lower middle market companies. We have spent decades collaborating with business owners and management teams to scale companies. We work as a thought and capital partner, providing the resources and guidance necessary to enable companies to accelerate growth and thrive.

How we get there is as important as the end result. Our approach to partnership comes out of a cohesive culture, unwavering ethics and an abiding sense of stewardship.

OUR STRATEGY

- Growth buyout transactions
- Partnership with talented business owners and management teams
- Seek to be the company's first private equity investor
- Control equity investments
- Actively engaged with management as a strategic thought partner

OUR VALUE-ADD

Our value-add is working with owners to prioritize and execute the necessary company-building investments required to scale the enterprise.

- **Human Capital**
- **Sales & Marketing**
- **Technology**
- **Infrastructure**
- **New Products**
- **Supply Chain**
- **Add-On Acquisitions**

OUR SENIOR TEAM

Alison Bulkley, Vice President
Tony Danielak, Principal
Bryan Daniels, Founding Partner
Nate Good, Managing Partner
Patrick Jensen, Partner
Chris Killackey, Partner
Steve King, Founding Partner
D.J. Lipke, Principal
Sean McNally, Partner
Mike Praljak, Vice President
Jeff Vranek, Principal

\$20M-\$100M
REVENUE

\$4M-\$12M
EBITDA

\$25M-\$45M
PER INVESTMENT

COMPANY ATTRIBUTES

- Growing primary demand for product and/or services
- Compelling value proposition within market segment
- Track record of growth and profitability
- Value creation opportunities via company-building investments
- Identifiable organic growth opportunities

INDUSTRY FOCUS

- We have expertise within the following sectors:



BUSINESS SERVICES



CONSUMER



EDUCATION



HEALTHCARE



INDUSTRIAL



TECHNOLOGY










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FUND VII

 BLUE ALLIANCE <small>The Operator Led MSP Investment Group</small>	CINCINNATI, OH bluealliance.com Provider of outsourced managed IT services in a variety of industry verticals Industry: Business Services Status: Current	 STAR Autism Support	BEAVERTON, OR starautismsupport.com Provider of digital curriculum and training for students with developmental disabilities Industry: Education, Technology Status: Current
 Royal DISTRIBUTING	ONTARIO, CA royaldistributing.com Omnichannel retailer of aftermarket parts, accessories, and gear to the powersports market Industry: Consumer Status: Current	 Conscious Discipline	OVIEDO, FL consciousdiscipline.com Provider of social emotional learning solutions to early childcare providers and schools Industry: Education Status: Current
 forever CHEESE	MANHATTAN, NY forevercheese.com Importer of specialty foods including cheese, nuts, and other gourmet products Industry: Consumer Status: Current	 LIEF LABS	VALENCIA, CA lieflabs.com Formulator, product developer, and manufacturer for the vitamin, mineral, and supplement industry Industry: Consumer, Healthcare Status: Current
 SGT CLEAN CAR WASH	UNIONTOWN, OH sgtclean.com Premier operator of express car washes in Northeast Ohio Industry: Consumer Status: Current		

FUND VI

 P1	INDIANAPOLIS, IN p1dentalpartners.com Dental Partnership Organization (DPO) located in the Midwest Industry: Healthcare Status: Current	 upshop	TAMPA, FL upshop.com Total store operation SaaS platform provider to grocery and convenience stores Industry: Technology Status: Current
 Netalytics	GREER, SC netalytics.com Provider of EMR and practice management solutions for substance abuse market Industry: Healthcare, Technology Status: Exited	 FAIRWAY LAWNS	LITTLE ROCK, AR fairwaylawns.com Provider of residential lawn treatment and pest control services Industry: Consumer Status: Exited
 LEGACY HOSPICE <small>Quality of Life Through Compassionate Care</small>	MOBILE, AL legacyhospice.net Provider of in-home hospice services in rural markets Industry: Healthcare Status: Current	 AlpHa MEASUREMENT SOLUTIONS	HOUSTON, TX alpha-measure.com Manufacturer of analytical sensors, electrodes, and chemical solutions used in water testing Industry: Industrial Status: Current
 FAMILY Allergy & Asthma	LOUISVILLE, KY familyallergy.com Provider of allergy, asthma, and immunology diagnosis and treatment Industry: Consumer, Healthcare Status: Current	 FOSS SWIM SCHOOL	EDEN PRAIRIE, MN fossswimschool.com Provider of learn-to-swim programs for children of all ages and skill levels Industry: Consumer, Education Status: Current
 RIGHT AT SCHOOL	EVANSTON, IL rightatschool.com Provider of distinctive before and after school enrichment programs Industry: Education Status: Exited	 ALW ILLUMINATE THE SOUL	OAKLAND, CA alw-inc.com Designer and manufacturer of LED architectural lighting products Industry: Industrial Status: Exited
 BOTE BOTEBOARD.COM	DESTIN, FL boteboard.com Provider of branded stand-up paddle boards and related outdoor lifestyle products Industry: Consumer Status: Exited		

*A complete list of current and exited investments can be found at www.prairie-capital.com/investment