

## FIRM OVERVIEW

Bloom Equity Partners is a New York-based technology focused private equity firm with a specialty in operations. Leveraging decades of investing and operating experience in B2B software and tech-enabled businesses, Bloom offers a compelling mix of growth, liquidity capital, and tailored operational resources to support technology companies in their next stage of growth. The firm's investment strategy remains unique in its flexibility and ability to execute multiple transaction types and varying levels of complexity; including succession exits, management buy-outs, carve-outs, and public-to-private transactions among others.

## WHAT Bloom LOOKS FOR

Bloom invests in technology companies who can execute business models with high recurring revenue, scalable business strategies, and alongside experienced management teams. The firm specializes in executing aggressive revenue growth strategies and acquiring strategic acquisitions to help portfolio companies obtain market leading positions in operating excellence and product innovation.

## INVESTMENT CRITERIA

- **Industry:** Enterprise Software, Technology and Tech-Enabled Business Services
- **Geography:** North America, Europe or Australia and New Zealand
- **Revenue:** \$5M - \$50M
- **Growth:** No requirements
- **Profitability:** Positive EBITDA or profitable within twelve months
- **Investment Type:** Majority
- **Transaction Type:** Growth, Buyouts, Recapitalizations, Carve-outs, Take-Privates, Special Situations

## BUSINESS CHARACTERISTICS

- Component of recurring revenue
- Strong customer retention
- Repeatable and scalable sales and marketing processes
- Strong organic and inorganic growth potential
- Capital efficient
- Experienced management team

## BLOOM'S VALUE CREATION ACTIVITIES

- Product Development and Strategy
- Corporate Development and M&A Execution
- Go-to-Market Efficiency & Channel Partner Development
- Customer Success
- Talent Acquisition and Recruiting
- Finance and Accounting
- IT Infrastructure
- HR

### BLOOM EQUITY FOR SELLERS

- Committed to maintaining the seller's legacy across their brand, customers and team
- Seeks to create value through operational improvements in the business, investments in inorganic growth levers, and strategic acquisitions
- Ability to offer flexible deal structures to provide both immediate liquidity and opportunities for subsequent liquidity events
- Encourages and supports founders or sellers' involvement in the business post-close if desired but not necessary
- Lean, experienced, and nimble team, capable of closing quickly

### BLOOM EQUITY FOR MANAGEMENT TEAMS

- Engages as operational partners, to collaboratively plan and execute the next growth chapter for the business
- Will supplement the management team with additional operational talent and resources via operating partners, advisors, and Board Members
- Eager to fund and support ambitious management teams with the capital and support needed to achieve the businesses potential

### BLOOM EQUITY FOR INTERMEDIARIES

- Committed capital from experienced investment professionals and institutional limited partners. Ability to close quickly while executing business due diligence
- Will invest in overlooked investment opportunities not typically desired by traditional private equity strategies (growth stagnation, operational repositioning or transformations). Strategically focused on B2B enterprise software, technology, and tech-enabled businesses
- Differentiated approach through our hands-on operational perspective to underwriting

### RECENTLY ADDED PORTFOLIO COMPANIES



Leading cloud-based library, archive and information management software and related services for managing library transformation.



VIOSTREAM

Leading cloud-based enterprise-grade video management software for government and businesses.



A leading provider of identity & access management software systems.

## INVESTMENT TEAM



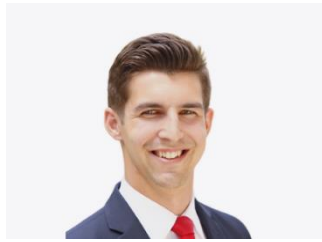
**Bart Macdonald**  
Managing Partner



**Jeff Hsiang**  
Partner



**Abe Borden**  
Principal



**Shane Penner**  
Sr. Associate



**Jonathan Rosenblum**  
Associate

## OPERATING TEAM



**Oded Noy**  
Sr. Operating Partner



**Amanda Greenberg**  
Operating Partner



**Tom Buiocchi**  
Operating Advisor



**Sam Chandler**  
Operating Advisor



**Sham Telang**  
Operating Advisor



**Ken Berryman**  
Operating Advisor



**Ketan Patel**  
Value Creation Specialist



**Lily Oliver-Torres**  
Value Creation Specialist

For more information please visit: [BloomEquityPartners.com](https://BloomEquityPartners.com)