

## FIRM OVERVIEW

Bloom Equity Partners is a New York City based technology-focused private equity firm.

Leveraging decades of combined investing and operating experience in lower-middle market enterprise software and tech-enabled business services companies, Bloom injects the capital, operational resources and value creation activities in recession-resistant businesses to rapidly unlock transformational growth and deliver superior returns to our investment partners and management teams.

Bloom is investing out of a committed capital fund with institutional partners.

## WHAT WE LOOK FOR

Bloom invests in companies with a proven, recurring revenue business model and the potential to be a market leader. We look for opportunities to accelerate top line growth both organically, through impactful value creation, and inorganically, through accretive M&A.

## INVESTMENT CRITERIA

- **Industry:** Enterprise Software, Technology and Tech-Enabled Business Services
- **Geography:** North America, Europe or Australia and New Zealand
- **Revenue:** \$5M - \$50M (>70% recurring)
- **Growth:** 5%+ annual revenue growth
- **Retention:** >80% gross annual customer retention
- **Profitability:** Positive EBITDA or profitable within twelve months
- **Investment Type:** Operational control required

## BUSINESS CHARACTERISTICS

- Significant recurring revenue
- Sustainable competitive advantage with high switching cost
- No heavy mandatory R&D spend, with repeatable and scalable sales and marketing processes
- Strong organic and inorganic growth potential
- Capital efficient
- Strong management team

## BLOOM'S VALUE CREATION ACTIVITIES

- Strategic Planning and Direction
- M&A Strategy / Execution
- Business Development & Go-to-Market
- Recruitment
- Operational Analytics
- Back Office Admin
- Restructuring
- Senior Operating Partners & Industry Advisory Network

### BLOOM EQUITY FOR SELLERS

- We're committed to maintaining the seller's legacy across their brand, customers and their team
- We seek to create value through operational improvements in the business, investments in various growth levers and through M&A
- We offer flexible deal structures to provide both immediate liquidity and opportunities for subsequent liquidity events
- We encourage and support founders or sellers involvement in the business post-close
- We're a lean and nimble team, capable of closing quickly

### BLOOM EQUITY FOR MANAGEMENT TEAMS

- We engage as operational partners, to co-strategize the next growth chapter for the business
- We look to supplement the management team with additional operational talent and resources where needed
- We're excited to back your growth vision with the capital needed to achieve it

### BLOOM EQUITY FOR INTERMEDIARIES

- We're investing from an institutional committed capital base, but have speed and nimble execution of a lean lower middle market deal team
- We have the ability to close quickly while focusing on business diligence (we can close with equity capital and refinance the capital structure afterward when needed)
- We will invest in businesses that don't fit neatly into either traditional private equity (near break-even cash flow businesses with a need for operational change or improvements) or into growth equity (lower growth businesses without much or any profitability)
- Strategically focused on B2B enterprise software, technology and tech-enabled business services
- Differentiated approach through our hands-on operational perspective to diligence

### 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



**Brian Veith**  
Sr. Associate

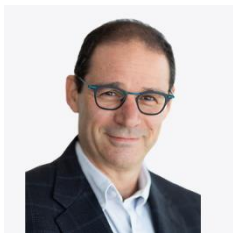


**Shane Penner**  
Sr. Associate



**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



**Ketan Patel**  
Value Creation Specialist



**Lily Oliver-Torres**  
Value Creation Specialist



**Kristin Oelke**  
Director, Go-To-Market

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