

FIRM OVERVIEW

Bloom Equity Partners is a NY headquartered technology-focused private equity firm.

Leveraging decades of combined investing and operating experience in lower-middle market enterprise software and tech-enabled services companies, Bloom injects the capital, operational resources and playbooks 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

We invest 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 best practices, and inorganically, through accretive M&A.

INVESTMENT CRITERIA

- **Industry:** Enterprise Software and Tech-Enabled Services
- **Geography:** North America, Europe or Australasia
- **Revenue:** \$3M - \$20M (>70% recurring)
- **Growth:** 5%+ annual revenue growth
- **Retention:** >80% annual customer retention
- **Profitability:** Positive EBITDA or near breakeven within 12 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 S&M process
- Strong organic and inorganic growth potential
- Capital efficient
- Strong management team

VALUE-ADDED THROUGH STRATEGIC / OPERATIONAL and M&A CAPABILITIES

- 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 focused on maintaining the seller's legacy across their brand, customers, and team
- We seek to create value through operational improvements in the business opposed to just financial engineering, and investments in various growth levers, organically and through M&A
- We offer a flexible deal structure to provide both immediate liquidity as well as an option for a lucrative second liquidity event down the road
- We encourage founders or sellers to take board roles post close if staying on with the next growth chapter of the business
- We're a lean and nimble team who will look to close fast

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, with the speed and nimble execution of a lean lower middle market deal team
- We have the ability to close quickly and to focus on business diligence (we can close with equity capital and refinance the capital structure afterward when needed)
- Will invest in near break-even cash flow businesses with a need for operational change or improvements where traditional private equity won't play, or in lower growth businesses where growth equity won't play.
- Strategically focused on B2B enterprise software and tech-enabled 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.



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