

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.



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

INVESTMENT TEAM



Bart Macdonald
Managing Partner



Jeff Hsiang
Partner



Brian Veith
Sr. Associate



Shane Penner
Sr. Associate



Jonathan Rosenblum
Associate

OPERATING TEAM



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

For more information please visit: BloomEquityPartners.com