

FIRM OVERVIEW

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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.

INVESTMENT CRITERIA

Industry: Enterprise Software and Tech-Enabled Business Services

Geography: North America, Europe, or Australia and New Zealand

Revenue: \$5M - \$50M

Profitability: Positive EBITDA or profitable within twelve months

Growth: No requirements

Investment Type: Majority, >=51% in Growth Investments, Buyouts, Recapitalizations, Carve-outs

TARGET COMPANY CRITERIA

- Business-to-Business software or service
- Mission-critical applications
- Elements of subscription / recurring or reoccurring revenue
- Vertically integrated
- Fragmented market w/ ability to execute M&A
- +500mm Total Addressable Market
- Potential to accelerate revenue growth meaningfully
- Historically proven to retain and grow customers

GROWTH CAPITAL AND OPERATIONAL RESOURCES

Bloom Value Creation Team specializes in providing operational resources and veteran experience in developing **key functional** areas across multiple business models in technology.



M&A



Legal



ESG



IT & Cyber



AI/ML



Data & Analytics



HR & Talent



Marketing & Sales



Product R&D



Finance and FP&A

BLOOM FIRM SNAPSHOT

2020 Founded

Founded by Bart Macdonald

12 professionals

Investment and Value
Creation professionals

47 countries

Global Footprint of Bloom
Portfolio Offices and
Operations

+\$4Bn¹

Transaction value in technology by
Bloom Professionals

+150 Investments²

In lower-middle market technology
companies by Bloom investment
professionals

+120 Years

Combined years of Bloom
professionals operating
technology companies

1. Investments made or advised by Bloom professionals over their careers

2. Investments made within technology companies structured in buyouts, growth equity, recapitalizations, and venture

SELECT PORTFOLIO INVESTMENTS



Governance, Risk,
Compliance Services

A global provider of Governance, Risk & Compliance consulting and education services to small/medium enterprises



Physical Identity
Access Management

A leader in physical identity & access management software to corporate campuses and office installations worldwide



Enterprise Content
Management

A leading supplier of integrated library, archive and knowledge management systems to private and public sector organizations



Enterprise Content
Management

A leading business-oriented video platform to create, manage and share video and digital content securely