



A Trusted, Operationally Experienced Independent Sponsor Serving The

LOWER MIDDLE MARKET

We seek founder-led businesses operating in fragmented markets that would benefit from strong operational support.

- Lower middle market focused
- Niche businesses with strong growth potential & opportunities for add-ons
- Strong recurring or re-occurring revenue streams
- \$1.0M to \$10.0M Adjusted EBITDA
- Seller willing to co-invest or roll-over a portion of the sales price
- Businesses with headquarters ideally based east of the Mississippi River
- Proprietary deals

OUR INDUSTRY SPECIALIZATIONS

B2B Services

- Professional Service Firms (especially CPA and tax companies)
- Firms Focused on Helping Ensure Compliance w/ Laws & Regulations
- Environmental & Infrastructure Related

Manufacturing

- Proprietary Products
- Power & Motion Control Components
- Precision Machining
- Building Control Systems & Components



OUR PRACTICES & PROCESSES

SOURCING

Targeted acquisitions sourced through a proven network of business owners and banks.

- Tap proprietary network for prospects
- Establish trusted relationship with owner(s)
- Soup-to-nuts business evaluation
- Locate and secure capital

ACQUIRING

Raise deal capital through family offices, high-net investors, and private equity sponsors

- Source equity investors from trusted network
- Coordinate debt providers
- Align stakeholder expectations and obligations
- Financial, legal, tax, and operational diligence

NEGOTIATING

Execute due diligence, structure the deal mechanics, and negotiate deal financing.

- Establish trust and credibility with the owner(s)
- Identify seller motivation, post-deal needs
- Negotiate value range, deal structure, thesis, timelines
- Frame acquisition as goal-oriented stewardship

MANAGING

Guide post-deal strategy and develop through operational role and / or BOD seats.

- Transition from founder managed operations
- Stabilize employee, vendor, and customer expectations
- Establish reporting, KPIs, and operational cadence
- Execute initial value-creation initiatives



We chose Blue Heeler as our brand because we share many of the breed's best qualities, including a tireless pursuit of quality deals, dogged tenacity in seeing the acquisitions completed, and outstanding problem-solving skills in marshalling resources to drive long-term success.

CURRENT CO-INVESTMENTS

