

*Providing expansion capital to rapidly growing companies*

Fulcrum Equity Partners manages over \$100 million of capital and is actively seeking opportunities to invest in rapidly growing small to middle market companies. We will consider investments in a wide variety of industries with an emphasis on information technology, healthcare, business services and technology enabled operating companies.

Fulcrum provides financing to meet a wide range of needs including the pursuit of internal growth initiatives, acquisitions, divestures, management buy-outs, shareholder liquidity and recapitalizations. Fulcrum does not make investments in pre-revenue companies.



INVESTMENT  
CRITERIA

- Minimum revenue of \$2 million
- Annual growth rate exceeds 20%
- Profitable or nearing profitability with a focus on increasing cash flow
- Company must have a proven business model with attractive margins
- Experienced management with a vested interest and meaningful upside for personal return
- Limited technology or market risk
- Satisfied customers and positive market dynamics
- Company should have a bootstrap mentality and identifiable competitive advantages



INVESTMENT PARAMETERS  
& STRUCTURE

- Providing expansion capital versus large investments in technology or intellectual property
- Investment size: Initially \$1 million to \$5 million and up to \$10 million over life of investment
- Will make non-control and control investments
- Will lead or participate with other firms; collaborative with angel investors
- Flexible structuring (e.g. may include debt in combination with an equity investment)
- Strong relationships with senior and sub-debt providers
- Relatively uncomplicated capital structure



TEAM &  
APPROACH

- Partners all have significant operating experience in senior leadership positions with rapidly growing companies that had successful exits
- Partners have over 80 years of relevant experience, including operations, venture capital, mezzanine investments, banking, accounting, law, investment banking and consulting
- We will be active participants with our portfolio companies in assisting them to build and grow their businesses
- We believe that building strong, long term relationships is critical to business success, and we have an extensive network to support our portfolio companies
- Our limited partners are primarily current and former business owners/CEOs of leading companies in a wide variety of industries that provide a rich resource for our firm and portfolio companies



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