



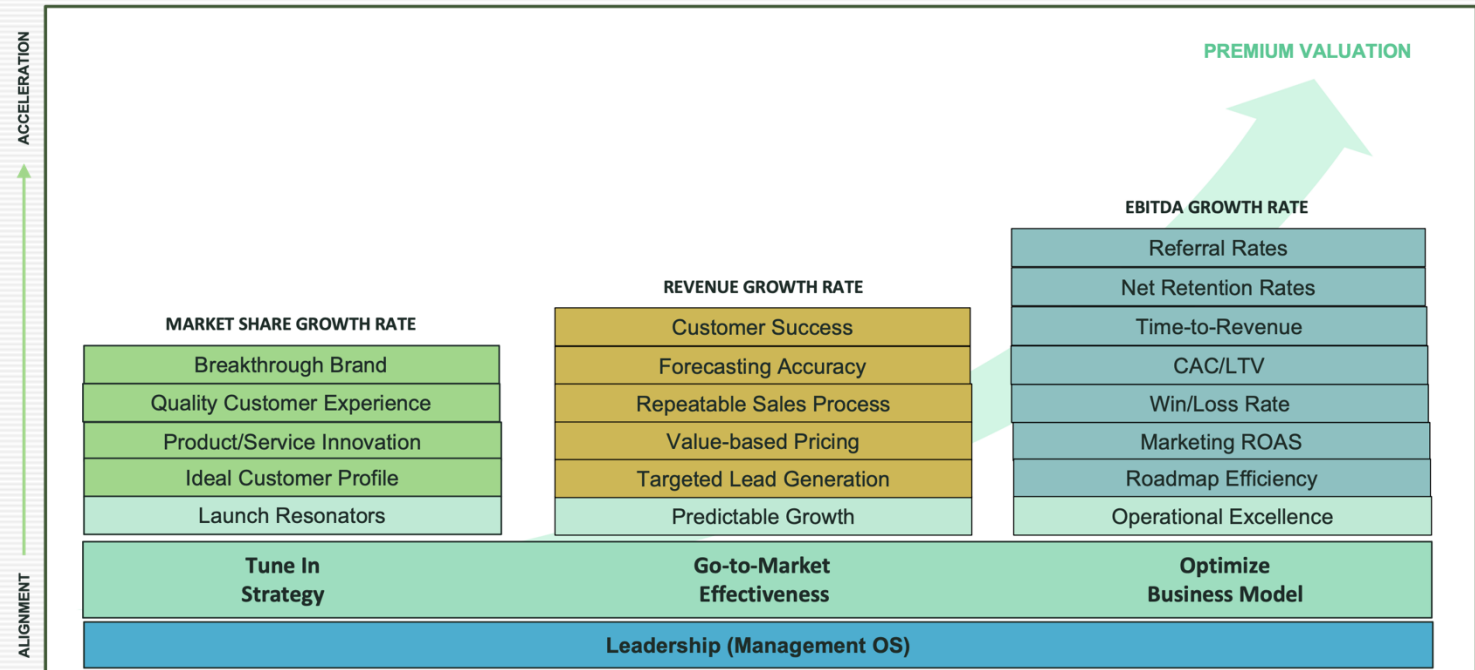
Create a Premium Value Business



We serve CEOs of:

- **Size:** \$1m-\$3m EBITDA; Scaleups with a Path to Exit
- **Location:** Southwest-based/Founder-led businesses
- **Sectors:** Tech, Health Care, Workforce Dev
- **Managing:** Transformative event in life cycle
- **Seeking:** Advisory Board leverage to increase value

Value Acceleration Playbook



“The rigors of a **Private Equity Execution System** tailored to the needs of lower mid-market businesses”

The Value Accelerators



Phil Myers

Tech veteran. Serial CEO. Transformational leadership expert. Passionate business builder. Best-selling author. Expert product marketer. Multiple IPO/M&A transactions.



Stan Sipes

Healthcare tech veteran. Multiple Chief Growth officer positions. Go-to-market and revenue growth expert. Passionate team builder with nationwide C-suite network.



Bobby Babbrah

Workforce Development veteran. C-level leader. Expert strategist. PE portfolio acceleration expert. Passionate about creating premium-value exits for founders.



>22
Breakout
Companies



>\$2B
Value
Created



>100
CEO's
Advised



>14
High-value
Exits

Building Value across the Bus Dev lifecycle

| | |
|-------|---|
| Align | <p>Reconfigured team and strategy after losing 70% of channel revenue.</p> <p>Engaged by a \$5m ARR tech firm to assess viability and way forward for a business after a major reseller purchased a top competitor. Repositioned the company to a bigger market, launched a new product and go-to-market campaign, grew revenues by over 400% in 36 months and sold the company to a strategic for a premium multiple.</p> |
| Fund | <p>Raised a \$31m Series B to catalyze vertical sector growth</p> <p>Engaged by an \$8m ARR tech firm to secure and maximize the value of a large new investment round. Expanded the company's TAM by replicating the success formula in health care to three other industries ... logistics, retail and finance. Company dominated B2B e-commerce market segment and grew 4x in three years, enabling a strategic exit.</p> |
| Grow | <p>6x growth in 6 years; fastest growing NEMT provider in 50-year history of health care tech segment</p> <p>Scaled a \$50m health care technology provider to \$300m in annualized revenue by tuning in the go-to-market strategy to high value personas and offering an innovative logistics solution. Provided a premium value solution over Uber for targeted audiences in both the private health care and government segments (Medicare and Medicaid).</p> |
| Exit | <p>Strategic merger to build an IPO business in 24 months</p> <p>We led the five-year development of a \$30m business, developing a category leading position on a stand-alone basis. To establish a long-term sustainable leader, we merged the business with an \$80m international entity in a related business and after optimizing operations, took the company public on the Nasdaq at a premium-value multiple.</p> |

Lead with conviction. Scaleup with confidence. Exit on your terms.

