

## INVESTMENT TEAM

### Our Principals Have:

Invested over \$200 million of equity and debt capital in more than 10 companies

Served as CEO of three family businesses; two were sold to Fortune 500 companies

### Gary Furst

CEO, Weston Nurseries (*led turnaround*)

CEO, Kryptonite (*sold to Ingersoll Rand*)

CEO, American Brush (*sold to Stanley Works*)

BA Clark University, AMP Harvard University

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### Brian Colton

Senior Associate, Allied Capital (*\$6.0 billion fund*)

Associate, Swander Pace Capital (*\$325 million fund*)

Analyst, Salomon Smith Barney M&A Group

BA Cornell University, MBA Northwestern

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## OVERVIEW

Generation Equity Investors is a private equity investment firm providing capital and management assistance exclusively to \$1-\$30 million revenue small businesses. We partner with experienced management teams to provide liquidity for owners and capital for growth, and we take an active advisory role in strategy, recruiting, financing, and corporate development to help build more valuable businesses.

**Capital Resources:** \$25 million

**Strategic Focus:** Small business acquisitions or growth financing

**Investment Size:** \$500,000 to \$5 million in equity capital

**Ownership:** Control and non-control situations

## WHY WE'RE DIFFERENT

**Operating Expertise:** We have successfully run, grown and exited from small businesses

**Strong Advisory Group:** We utilize a broad network of CEOs, business executives, investors and advisors

**Investment Flexibility:** We can approach transactions with considerable flexibility

## WHAT WE'RE LOOKING FOR

### General

- ▶ Primarily established, healthy businesses
- ▶ Exceptional management

### Preferred Financial Profile

- ▶ Revenues of \$1-\$30 million
- ▶ Positive cash flow
- ▶ Significant growth potential

### Geography

- ▶ U.S. with preference for Northeast

### Areas of Interest

- ▶ Consumer and industrial products
- ▶ Consumer and business services
- ▶ Specialty retail or distribution
- ▶ Media and education

### Situations

- ▶ Recapitalizations and growth financings
- ▶ Generational sales and family transitions
- ▶ Manager-led buyouts
- ▶ Corporate divestitures