



# Greens Farms Capital

Flexible Capital for Entrepreneurs

## Firm Overview

---

Greens Farms Capital (GFC) is a private investment firm that makes control and non-control investments in growing lower-middle market companies. We take a long-term, partnership-oriented approach to investing and offer structural flexibility to meet the needs of owners and entrepreneurs seeking capital for growth, acquisitions, recapitalizations, or personal liquidity related to financial or estate planning.

Not just money - We rely on the management teams to make day-to-day operating decisions and support them with strategic resources to accelerate growth and create wealth by leveraging knowledge of best practices, experiences with former portfolio companies, and industry contacts to provide assistance with the following:

- Financing decisions and capital raising
- Strategic planning
- Corporate development - Help identify and solicit strategic partnerships and add-on acquisition candidates, and assist with their negotiation, structuring and financing
- Third party service and/or advisory selection
- Executive search and personnel recruiting

In addition, GFC has a group of advisors (former C-suite executives) available to consult, co-invest and provide Board representation.

GFC has backing from Evolution Managers Capital, a joint venture between HC Private Investments, a Chicago-based private investment firm, and Landon Capital Partners, a Boston-based family office. GFC's non-institutional capital base enables a more flexible and patient approach than the traditional private equity model. For additional information please visit [www.greensfarmscapital.com](http://www.greensfarmscapital.com).

## Investment Parameters

---


Transaction Types:	Control and non-control capital for Buyouts, Acquisitions, Recapitalizations, Shareholder Liquidity, Growth Capital
Investment Size:	Control and non-control investments of \$10 – \$20 million
Company Size:	Revenues: \$5 – \$50+ million EBITDA: \$2 – \$5+ million
Geography:	U.S. and Canada
Sectors of Interest:	<ul style="list-style-type: none"><li>● Business and Information Services</li><li>● Software and Technology</li><li>● Value-added Manufacturing</li><li>● Media / Marketing Services</li></ul>
Preferred Investment Characteristics	<ul style="list-style-type: none"><li>● Proven management with significant equity stakes</li><li>● Positive historical and projected financial trends</li><li>● Defensible barriers to competition</li><li>● Diversified customer and supplier base</li><li>● Fragmented market with opportunity for accretive add-ons</li><li>● Sustainable free cash flow</li></ul>



# Greens Farms Capital

Flexible Capital for Entrepreneurs

## Prior Investment Experience and Board Memberships\*

	<p>Provides formulation and outsourced manufacturing of products for the beauty and OTC pharmaceutical industries</p>		<p>Provider of electronic monitoring technologies and related software to manage criminal offenders and parolees.</p>
	<p>Provides tax incentive consulting, administration and technology, assisting regional and national companies in identifying valuable federal and state tax incentives.</p>		<p>Global leader in talent assessment solutions, supporting organizations in the selection, performance management and development of employees at all levels and across all sectors.</p>
	<p>Provides end-to-end, performance-driven customer acquisition solutions to leading insurance carriers and a market leader in the direct-to-consumer distribution of insurance products.</p>		<p>Formerly, SureSource LLC, a provider of digital commerce services from site design to package delivery, for leading consumer brands.</p>
	<p>Technology-enabled, global talent acquisition company that leverages software, advertising and creativity to develop and deploy clients employer brands across digital, social and mobile outlets.</p>		<p>Market research firm specializing in customer satisfaction, market opportunity assessment, market segmentation, message testing, usability evaluation, and brand assessment and management.</p>
	<p>Leader in evidence-based hiring and development assessment solutions and provider of award-winning safety and leadership assessments.</p>		<p>Vault's online job-and-education information service provides surveys and other information about colleges and universities, employers and occupations such as investment banking and consulting.</p>

\* Represents board memberships and past investments by GFC's Managing Partner while a member of the investment committees and investment teams at Veronis Suhler Stevenson (2003-2013) and The Riverside Company (2013-2019).