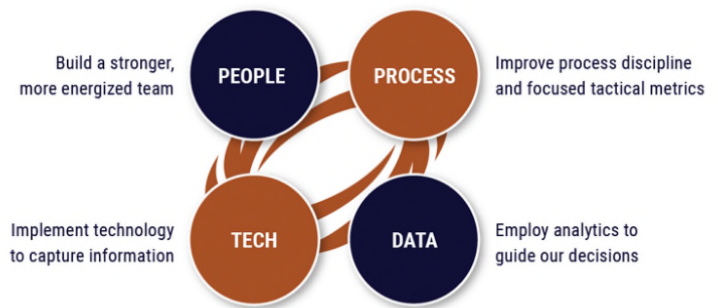


Since our target firms are family-founder owned, it's crucial for us to sit down with them and have a real conversation about business goals. We really listen. Our goal is to forge a collaborative working relationship, which can only be done if we align ourselves behind the same set of long-term goals. That's why two Rotunda partners team up on each deal. We add industry and board-level experts to fill in knowledge gaps. You get partners with decades of relevant experience rather than just a "deal team." We seek long-term growth, not short-term cost cuts.

The Playbook

We don't shoot for easy goals. Like climbing a mountain, we first need to jointly set a direction with a custom Strategy Map before we head out. Our compass doesn't lead us North, South, East and West. We use the directions of People, Process, Technology and Data to guide the way on our journey.



The Journey Map

Our collaborative process begins when we first sit down with a company's management team, even before a deal is done. After closing, our next step is to jointly build the compass for all our future decisions – our journey map. It's the culmination of months of on-site visits and interviews, which outlines the company's value propositions, capabilities, processes, and assets in detail. It drives our entire playbook.

[VIEW OUR JOURNEY MAP](#)



Focus

We believe in taking a hands-on role when we partner with our portfolio companies, which is why we prefer to work in industries that we already have strong knowledge of and experience in:

- Value Added Distribution
- Asset Light Logistics
- Specialty Finance / Insurance Services
- Industrial and Business Services

Target Criteria

Rotunda seeks to invest in private businesses with enterprise values between \$30 - \$150 million and the following attributes:

- Family/Founder owners seeking a partner to help them grow.
- Owners seeking an equity partner to assist with generational transfer or family succession.
- A desire to still own 15-40% and work together to grow value.
- Family/Founders seeking capital to affect generational transfer of liquidity for retiring partners, as well as growth capital to take advantage of market opportunities.
- Willingness to share their market knowledge and a desire to implement industry-leading best practices, to build a scalable platform to drive growth.

THE JOURNEY GREAT COMPANIES WHAT DRIVES US EXPEDITION LEADERS THE LATEST CONNECT



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