



OVERVIEW

Everlane Equity Partners is a private equity firm focused on investments in high-quality small capitalization companies that are well positioned for future growth in partnership with a committed capital partner. We leverage our fully committed capital base and extensive experience investing in small capitalization companies to accelerate value creation alongside management teams that have a meaningful go-forward financial participation in the business. We are flexible in our approach, structuring both majority and minority partnerships across service industries such as business, consumer, financial, healthcare, industrial, and information technology services.

CRITERIA

- Equity investments of \$2.5 million and upwards for majority or minority transactions, including shareholder buyouts, recapitalizations, acquisitions, and other expansion needs
- EBITDA between \$1.0 and \$8.0 million
- History of growth in revenue and profitability, with predictability and stability in cash flows
- Strong value proposition with clear competitive differentiation and a defensible market position
- Growing and fragmented markets
- Management teams want to maintain meaningful financial participation post-transaction

INDUSTRIES

PRIMARY

- Service businesses
 - Business
 - Consumer
 - Financial
 - Waste management
 - Engineering
 - Industrial
 - IT
 - Logistics

SECONDARY

- Software
- Niche manufacturing
- Consumer products

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Industry: Digital Marketing

End market: SMBs

Headquarters: Colorado Springs, CO

Acquisitions: 5, currently acquisitive

Intero Digital is a provider of digital marketing services, primarily focused on search engine optimization, search engine and social media marketing, Amazon marketing, content development and web development.



Industry: Financial Services

End market: VC and PE backed, GovCon, Staffing Agencies, Prof Services

Headquarters: Washington, DC

Acquisitions: 4, opportunistically

Tarsus provides full-spectrum finance and accounting services including bookkeeping, payroll, financial forecasting and analysis, and tax preparation, as well as other strategic Chief Financial Officer services to clients nationwide.



Industry: Sales, Marketing, Technology

End market: enterprise B2B

Headquarters: Waltham, MA

Acquisitions: 2, currently acquisitive

demandDrive provides sales, marketing, and technology services to B2B enterprise clients in SaaS, technology, manufacturing, and life sciences. The company specializes in integrated revenue development programs and works with domestic and international clients around the globe.



Industry: Financial Services

End market: Asset managers

Headquarters: Canton, MA

Acquisitions: currently acquisitive

South Watch provides comprehensive fund administration, compliance, and CFO services including fund reporting, investor services, outsourced CFO, accounting and bookkeeping support and tax preparation services.



Industry: Healthcare

End market: Oral surgery practices

Headquarters: Columbia, MD

Acquisitions: currently acquisitive

Akeso Management is a managed service organization supporting multiple oral surgery offices in Maryland. The Company is actively seeking practices to add to the platform, including oral surgery and other complementary specialty oral services.



Industry: Nonprofit Services

End market: Nonprofits, Associations

Headquarters: New York, NY

Acquisitions: currently acquisitive

Carey & Co specializes in building high-functioning departments for nonprofits, foundations, and associations. They specialize in outsourced bookkeeping, accounting, and CFO services, as well as operations and executive management.



Industry: Public Affairs and Gov't Relations

End market: Fortune 1000 and nonprofits

Headquarters: Washington, DC

Acquisitions: currently acquisitive

Monument Advocacy is a bipartisan firm that offers government relations, public affairs, strategic and crisis communications, and digital services. Their clients include many household names.