



THE REALIZATION, OR ATTAINMENT OF A GOAL, REQUIRES ALIGNMENT, FOCUS AND GRIT FROM OPERATORS AND INVESTOR PARTNERS ALIKE.



## FRUITION'S APPROACH

Fruition Partners is a lower middle market private equity firm based in Denver, Colorado. Bringing together teams, strategy and capital is our passion.

The three founders of Fruition have worked together for many years, most recently at Lariat Partners but more importantly have been friends for longer. Having completed more than 70 transactions as investors in the lower middle market, we have learned that Great People Make Great Businesses, not the other way around.



## TEAMS

While macro trends are important, it's the team that will identify and capitalize on opportunities or pivot strategies when necessary to continue growing. We recognize that achieving leadership in any market requires the efforts of many. From the outset of our investment, we focus on the tools and processes necessary to obtain buy-in from the entire organization, creating alignment and excitement around common goals resulting in high-functioning organizations that can outpace their competitors and win.

In our experience, entrepreneurs realize that chemistry with the right long-term partner is as important as valuation. We build lasting relationships with our entrepreneur partners while helping them develop winning business strategies. Together we bring focus, hard-work and fun to the value creation process. Call us so we can find a way to bring your goals to Fruition.

## INVESTMENT PARAMETERS

- \$2MM – 20MM of EBITDA
- Buy and build opportunities (industries that are fragmented)
- Recurring service model
- Majority recaps and minority growth investments with board representation
- Regulatory driven demand
- Entrepreneur driven with meaningful rollover ownership
- Unique value propositions
- Consumable products



### JACENT – Exited to Grid Iron Capital in May of 2019:

Jacent creates strategic merchandising plans for each of its customers' stores, placing the ideal impulse items in the optimal location, with follow-up reordering and restocking.

- Market leader with a unique and defensible value proposition
- Consumable, non-durable, high margin products for retail consumers
- Predictable, recession resistant revenue from annuity-like same store sales
- Entrepreneur owned and managed
- Bought and fully intergrated largest competitor, ATA



### OFFEN PETROLEUM – Exited to Court Square in June of 2019:

Offen Petroleum is a leading wholesaler and distributor of over 1 billion gallons of motor fuel, lubricants and related products in 14 Rocky Mountain states.

- Recurring revenues with a 96% customer retention rate
- Consumable products for retail gas operations and commercial industries
- Buy and build opportunity in highly fragmented industry
- Entrepreneur owned and managed
- Bought and fully intergrated largest competitor, Overland Petroleum



### SUBSEA – Exited to GenX360 in March of 2018:

Subsea Global Solutions is a leading provider of underwater maintenance, repair, and marine construction solutions for vessels and ports throughout the world.

- Niche industrial services but large addressable market
- Recurring revenue from substantial maintenance and cleaning services
- Regulated industry driven by increasingly strict environmental guidelines
- Buy and build thesis in highly fragmented industry
- Entrepreneur owned and managed
- Bought and fully intergrated largest competitor, All-Sea

## PARTNERS

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