



WILsquare Capital is a **Private Equity firm** established by private equity and operational executives to dedicate financial capital and operating experience to **lower-middle market companies primarily in the Midwest and South**

## WHO WE ARE

WILsquare's principals have spent their entire careers serving the needs of lower-middle market companies and bring senior leadership experience within managerial, operational, financial, and profit loss management functions. Our team is uniquely qualified to handle both the stewardship of an investment and the mentorship of management, guiding businesses through growth, transition and sustained success.

Our experience and keen understanding of the importance of owner legacies enable us to form deep partnerships with our business and investment partners. WILsquare invests in the growth and success of our partners: owners seeking to preserve the legacies they have built, management teams committed to building businesses and investors who partner alongside us. Our disciplined approach and dedication of both financial and operational resources help businesses grow and ensure their long-term success.

## REASONS TO TRUST

50+

Partners with 50+ years of combined experience as private equity investors and business operators

1.5b

Experience with total fund commitments exceeding \$1.5 billion

6b

100+ M&A Transactions totaling nearly \$6 billion

\$

Established capital resources, currently investing out of Fund II

## INVESTMENT FOCUS



### BUSINESS CRITERIA:

- Strong market position in stable industry
- Identifiable barriers to entry
- Long standing customer relationships with minimal, or mitigated, concentration
- High return on customer acquisition efforts
- Headquartered in Midwest or Southern U.S.



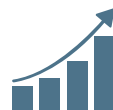
### FINANCIAL CRITERIA:

- EBITDA \$3mm to \$10mm (for platforms)
- EBITDA margins  $\geq 10\%$
- Modest working capital requirements
- Low to moderate ongoing capital expenditures
- History of positive cash flows



### INDUSTRIES OF INTEREST:

- Business services
- Technology infrastructure and services
- Differentiated distribution / value added resellers
- Niche manufacturing
- Internet and catalog-based enterprises










### GROWTH OPPORTUNITIES:

- Increasing sales and marketing presence
- Gaining access to alternative sales channels
- New product development
- Utilization of web-based tools
- Industry buildup through add-on acquisitions (no geographic constraints)



# Building Businesses. Preserving Legacies.

## INVESTMENTS

PLATFORM	ADD-ONS	DESCRIPTION	STATUS
<b>RESIDENT ESSENTIALS</b> Weymouth, MA	Evaluating	<b>Resident Essentials</b> – A catalog and eCommerce-based marketer of products serving senior care facilities and their residents (residentessentials.com).	Current
<b>OuterBox</b> Copley, OH	 <b>TRINITY</b>	<b>OuterBox</b> – A leading, performance-driven digital marketing agency serving B2B and B2C brands (outerboxdesign.com).	Current
 <b>TekBrands</b> Omaha, NE		<b>TekBrands</b> – A leading designer and eCommerce-based marketer of branded products to quilting and crafting enthusiasts and retailers (tekbrandsllc.com).	Current
 <b>ROCK ENERGY SYSTEMS</b> Janesville, WI	Evaluating	<b>Rock Energy Systems</b> – A leading designer, manufacturer, and distributor of highly engineered heating and air movement solutions (rockenergysystems.com).	Current
<b>VERSARE</b> Minneapolis, MN	 <b>EverBlock</b>  <b>SCREENFLEX</b> Portable Room Dividers	<b>Versare Solutions</b> – Manufacturer and eCommerce-based marketer of branded space efficiency and acoustical products (versare.com).	Current
<b>Questx</b> St. Johns, MI	n/a	<b>QuestX</b> – Outsourced solutions for auto insurance and vehicle warranty companies, providing emergency roadside assistance, glass management and claims reporting services (questx.tech).	Exited
 <b>CROWN</b> Bloomington, MN	   <b>Cartwright</b> DISTRIBUTING INC 	<b>Crown Products</b> – Distributor of flooring and flooring installation supplies to commercial and residential markets across the Upper Midwest (walcro.com).	Exited
 <b>dcm</b> services Minneapolis, MN	n/a	<b>DCM Services</b> – Technology-enabled solutions provider for estate asset recoveries, serving major financial and healthcare institutions (dcmservices.com).	Exited

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Meet the Team