



ROPELLA[®]
Equity Ventures

ACCELERATING GREAT VENTURES
Through Transformational Leaders,
Inventors, and Investors



PRIVATE EQUITY **SEARCH SERVICES**



VENTURE VISIONS

THE BACKABLE CEO AND EXECUTIVE INTRODUCTION SERVICE

Venture Visions® (VV) enables private equity to establish strong partnerships with industry-leading transformational executives so that together they can acquire and build companies while applying a CEO's vision or thesis.

Leveraging Ropella's network developed over 35+ years of executive search, VV has access to a global network of C-suite executives, board members, and investors with extensive backgrounds in chemicals, material sciences, and general industrial manufacturing.

VV uses this competitive advantage to identify and initiate actionable conversations with highly recognizable CEOs and Sr. Executives. Who, in partnership with Ropella Equity Ventures, provide access to proprietary off-market deal flow. Leveraging the Backable CEO's notoriety, like your first platform company in a new segment, dramatically reduces barriers and promotes valuable conversations with founders and owners.

INTERESTED IN MAXIMIZING YOUR ABILITY TO DEPLOY CAPITAL?

Many acquisition prospects fall apart because of the highly competitive nature of typical auction processes and the lack of meaningful relationships between owners and investors who are facing competing priorities and managing multiple due diligence processes.

Ropella's Venture Visions program provides your firm with access to backable CEOs who are industry specific experts and relationship builders in your target industry who can efficiently manage these challenges by filling your schedule with worthwhile conversations with owners and founders.

WHO IS A BACKABLE CEO?

Well seasoned industry CEO who's led significant P&L responsibility, has acquisition/integration experience, and a proven track record of growing companies and generating exceptional returns for investors.

The backable CEO often brings invaluable industry-specific insights and moves the needle when identifying value-creating opportunities for investors.

WITH VENTURE VISIONS, WE MOVE THE NEEDLE TOGETHER.

PROCESS TIMELINE

WEEKS 1 TO 3

STEP 1

Explore Platform or Bolt-on Thesis

STEP 2

Discuss Ideal Profiles and Acquisition Targets

STEP 3

Complete NDA and VV Agreement

STEP 4

Prepare Backable CEO Search Collateral

STEP 5

Review Executive Profiles

STEP 6

Conduct Interviews and Confirm Thesis Fit

STEP 7

Finalize Backable CEO Engagement Letter

WEEKS 3 TO 12

VENTURE ACCELERATORS

THE BACKABLE CEO AND EXECUTIVE DEAL FLOW SERVICE

Venture Accelerators serves as a compliment to a private equity firms' business development team. Working in partnership with an industry-leading Backable CEO to identify proprietary acquisition opportunities.

Leveraging our extensive database, deep relationships with founder/owners, and unique approach, Ropella Equity Ventures makes meaningful introductions to a highly-targeted list of acquisition prospects, enabling the backable CEO to focus on accelerating their venture.

Venture Accelerators® is one of the few programs in the nation that maximizes a CEO's strengths, network, and valuable time by providing acquisition prospects and simplifying complex follow-up processes.

HOW VENTURE ACCELERATORS® PARTNERS WITH THE BACKABLE CEO:

- Develops a go-to-market strategy targeting highly compatible acquisition prospects
- Supports the backable CEO with thesis presentation materials to use in exploratory discussions with acquisition prospects
- Makes hyper-relevant "Red Carpet" introductions through Ropella Equity Ventures business development machine
- Spearheads follow-up plans and conversations with viable acquisition prospects
- Navigates complex negotiations and discussions between the acquisition prospect, backable CEO, and Private Equity Sponsor
- Provides seamless executive search services post-close in support of the business strategy

THE BACKABLE CEO'S RESPONSIBILITY WITH VENTURE ACCELERATORS®:

- Establish an acquisition search focus and campaign process (supported by the Private Equity Sponsor) to maximize proprietary deal flow in support of the investment thesis
- Manage the courting and due diligence process with support of the investment team
- Co-invest and support as the new platform as a C-suite leader or board member
- Proactively generate and evaluate strategic growth options and business opportunities developing long-term business strategy and 100-day execution plans
- Help source, assess, and select key leadership to foster acquisition success

THE VALUE VENTURE ACCELERATORS WILL ADD **FOR M&A DEAL FLOW**

DEEP INDUSTRY EXPERTISE

DEDICATED BUSINESS DEVELOPMENT TEAM

PROPRIETARY, OFF-MARKET DEALS

DIFFERENTIATED BUYING POSITION

SHORTER TIME TO CLOSE

HYPER-RELEVANT INFORMATION RESEARCH

VA PROCESS TIMELINE

WEEKS 12 TO 6 MONTHS

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|--|--|---|--|---|---|---|
| STEP 8
Confirm Platform Or Bolt-On Acquisition Target List | STEP 9
Begin Deal Flow Networking Campaign | STEP 10
Conduct Exploratory Discussions With Owners | STEP 11
Term Sheet/LOI Submissions | STEP 12
Conduct Due Diligence | STEP 13
Close a Platform Deal | STEP 14
Identify Add-On Aquis. & Begin Step 9 Again |
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TYPICALLY COMPLETED WITHIN 6 MONTHS TO 1 YEAR

"It is most often the backable CEO that moves the needle... when courting acquisitions. Venture Accelerators's role is to help source acquisition prospects and make introductions to discover value creation opportunities."



ROPELLA *Equity Ventures*

PRIVATE EQUITY **SEARCH SERVICES**

For 35+ years, The Ropella Group has established a global network of C-suite executives, board members, and investors, with extensive backgrounds in chemicals, material sciences and general industrial manufacturing.

Our extensive database tracks specific industry experience, career accomplishments, interests, and targeted investments that benefit deal flow (and decision-making processes) at nearly every stage of the deal life cycle.

ROPELLA'S PRIVATE EQUITY SEARCH SERVICES PROACTIVELY IDENTIFY:

- Backable CEOs
- Proprietary Acquisitions
- Corporate Carve-outs

Supporting your investments through the full life cycle with:

- River Guides / SMEs
- Operating Advisors / Active Chairmen
- Board Members / Advisors / Interim Executives

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Ropella Equity Ventures successfully sourced a CEO to lead our buy-and-build strategy for a new platform company in just a few short weeks enabling us more time to create value during our hold period. Ropella Equity Ventures is now an important part of our front-end origination efforts.

RUDI COETZEE, *Operating Partner* | ARTEMIS

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**ROPELLA EQUITY VENTURES ONLY PARTNERS WITH A-PLAYERS
WITH DEMONSTRATED TRANSFORMATIONAL LEADERSHIP**



SMART[®]
SEARCH SYSTEM
RECRUIT SMARTER, NOT HARDER

SMARTER SEARCH

With more than three decades of testing and development, Ropella's proprietary SMART Search System is a highly-refined, process-driven system that enables sourcing, marketing, assessing, and engaging the most talented, passive industry experts to benefit investments and expansion goals.