



# Lake Equity Partners

## ABOUT LAKE EQUITY

Lake Equity Partners invests in proven and growing middle-market companies. We favor situations in which we are able to partner with founders and management teams to provide intellectual and financial capital to enable companies to achieve their full potential.

We are industry agnostic, we focus exclusively on the small middle-market.

We enjoy opportunities to create value through meaningful operational involvement and critical strategic direction. Since 1998, We have completed 18 transactions and investments.

We are actively seeking new investment opportunities as new platform investments.

## INVESTMENT CRITERIA

MARKET LEADERS  
MIDDLE-MARKET  
PROVEN AND GROWING

### THE COMPANIES THAT WE TARGET ARE:

- Market Leaders – These companies have long-term defensible competitive advantages and quality, motivated managers, often in niche industries.
- Middle-Market – Generally, these companies have revenues of \$5 million to \$100 million with favorable EBITDA results.
- Proven and Growing – We target companies that have proven business models, are profitable and have demonstrated growth potential.

### INVESTMENTS THAT WE MAKE ARE:



**Flexible Capital Structure** - We have the ability to provide both equity and interest-bearing securities in our transactions and have previously led both majority and minority recapitalizations as well as growth financings.



**\$5 Million to \$50 Million** - We seek to invest \$5 million to \$50 million in companies that need buyout, recapitalization or later-stage growth capital and have the capacity to lead larger investments through limited partner and strategic co-investment relationships.

## OUR TEAM



**JEFF SWICKARD** – Over 20 years of experience as an owner of a variety of businesses, including award winning privately held businesses recognized multiple years running by the Austin Business Journal, Puget Sound Business Journal Fastest Growing Companies, and A+ Better Business Bureau ratings. Over his career he has completed 19 transactions in telecom and consumer products. Jeff has a track record of growing sales by identifying growth opportunities and executing on these opportunities to the benefit of the investment.



**R.B. BRANDVOLD** - Over 15 years of experience in finance and operations. R. B. focuses on acquisition, capitalization and operation of our family of investments. His experience in manufacturing, business to business service, retail and consumer products allows him to come along side management teams to support them and achieve their goals.