



## STRATEGY OVERVIEW

NewSpring Growth actively supports founders and entrepreneurs, delivering working capital to scale fast-growing technology companies.

NewSpring Growth is part of NewSpring, a lower-middle-market focused private equity firm that partners with innovators, makers, and operators of high-performing companies in dynamic industries to catalyze new growth and seize compelling opportunities. The Firm manages over \$3.5 billion across five distinct strategies covering the spectrum from growth equity and control buyouts to mezzanine debt.

## NEWSPRING GROWTH INVESTMENT CRITERIA

### Financials

\$5mm+  
TTM Revenue

### Investment Profile

#### Growth Stage Businesses

- Recurring revenue
- Scalable
- Capital-efficient growth
- Strong product-market fit
- Sustainable, growing margins
- Disruptive



Software



IT & Tech-Enabled Services



eCommerce/Marketplaces

## ABOUT NEWSPRING GROWTH

### Differentiating Factors

- Hyper focused on building capital efficient businesses through multiple economic cycles
- 20+ years of providing the necessary financial and operational resources to ensure that growing companies mature to the next level
- Operationally oriented partnership approach to help CEOs predict and navigate complex strategic and financial opportunities
- Recognized as an Inc. Founder Friendly Investor for our reputation as an entrepreneurial collaborator three years running

### Growth by the Numbers

\$10-40mm

\$1.3bn

80+  
Investments

1999  
Founded

### Value-Add Partnership Approach

- NewSpring establishes a trusted partnership with management teams to align on growth strategies that create meaningful and measurable value
- NewSpring leverages its vast network of industry experts to deploy resources focused on creating operational improvements that provide clear and predictable paths to capital efficient growth
- Focused on building strong alignment – both operationally and financially – with management and key stakeholders to drive outcomes

## INVESTMENT TEAM

NewSpring Growth's dedicated investment professionals have invested together for over two decades, navigating growth through multiple economic cycles



Jonathan  
Brassington



Hart  
Callahan



Michael  
DiPiano



Marc  
Lederman



Bharat  
Santhanam



Amy  
Branson



Matt  
Szymanski



Tarun  
Sangari



Bryan  
Kurey



Meghan  
Mitchell

## ADVISORY PARTNERS

Focused on diligencing new investment opportunities, board governance, and value creation



Larry  
Berran



Michael  
Donahue



Dan  
Goldsmith



Glenn  
Rieger

## ABOUT NEWSPRING

\$3.5bn+

Assets Under Management

5

Investment Strategies

250+

Investments Made since 1999

100+

Total Exits

70+

NewSpring Employees

## SOFTWARE

SEEKING ADD-ON



Celigo is a leading integration Platform-as-a-Service (iPaaS) provider for both business and technical users.



Cordial's cross channel marketing automation software enables B2C brands to reach its customers via personalized messages text, mobile apps, and push notifications.



aPriori provides cost simulation and manufacturability software to bridge the gap between product development and production for the world's top manufactures.



Deposco is a cloud-based supply chain management platform focused on serving mid-market omnichannel retailers.



Appcues is a no-code software solutions built to help non-technical teams improve and measure product adoption by its customers.

SEEKING ADD-ON



Energage is the trusted survey provider behind the Top Workplaces program, partnering with major media organizations to provide exceptional companies with actionable employee engagement insights.

## IT &amp; TECH-ENABLED SERVICES

SEEKING ADD-ON



PX is a marketing technology platform used to automate and manage customer acquisition.



Messagepoint provides Customer Communications Management solutions that help enterprises create and deliver clear and relevant messages to their customers.

SEEKING ADD-ON



Symphonic is a differentiated music technology platform that provides distribution services to independent labels and individual artists.



Interactions is a leading provider of speech and natural language technology.



Intersection applies digital technology to the physical world to improve the experience of public space.

## ECOMMERCE/MARKETPLACES

SEEKING ADD-ON



Fashionphile provides a branded, omni-channel marketplace for re-commerce of authentic, ultra-luxury, superior quality handbags, jewelry and accessories.

SEEKING ADD-ON



Vacasa is North America's largest vacation rental management platform.



Skillshare is the world's largest online learning community for creativity.

SEEKING ADD-ON



FlashParking is powering the parking evolution by giving isolated parking assets the tools to transform into connected hubs of mobility.

SEEKING ADD-ON



Bespoke Post is a multi-category, direct-to-consumer e-commerce platform with a fast-growing membership base.



Snag connects workers seeking hourly jobs with employers seeking to fill hourly positions.

## NOTABLE EXITS



## CONTACT

For investment opportunities or questions, please contact:  
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## OUR LOCATIONS

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