

### WHO IS WAVEROCK?

We are builders. Waverock is creating a diversified business serving specific vertical markets. We are interested in acquiring high potential software companies. Waverock is the most attractive partner for software business owners looking to scale their companies, while reducing risk and preserving their legacy and values.

### WHY WAVEROCK?



#### LONG TERM BUILDERS

- » We invest in operational improvements and growth
- » We are committed to business continuity, legacy, and values
- » We prioritize existing customer relationships
- » We value teams and enhance employee benefits, resources, and career development opportunities



#### FOUNDER FRIENDLY

- » Waverock offers highly flexible acquisition structures
- » We strive to meet each owner's needs
- » Option to retain an ongoing interest and role with Waverock or the ability to move on



#### COLLABORATIVE PROCESS

- » Confidential and Non-Invasive
- » Low pressure
- » Customized to meet your needs
- » Readily available capital
- » Streamlined due diligence

### WHAT ARE WE LOOKING FOR?



**Vertical Software Companies:** We focus on niche software companies that are solving customer needs within a discernible market, and with industry specific features or content.



**Right Sized:** Between \$2M and \$10M annual revenue. Too small for Private Equity. Too big for an individual. Perfect for Waverock.



**Recurring Revenue:** Whether SaaS or licensing model, we want businesses with contracted recurring revenue.



**Loyal Customers:** High customer retention rate, and a critical "must have" nature of your software.

### THE PROCESS



**Confidential:** Waverock's process is confidential and discrete – ensuring to minimize disruptions to business operations, employees, and customers.



**Low Pressure:** No obligation. No artificial deadlines. Drawing from multiple family offices and funds, Waverock has the ability to close as quickly as needed, and the patience to work with you to structure a transaction that is right for you and your business.



**Documented:** We do what we say we will do, and we put it in writing. After our initial Q&A, Waverock makes quick decisions, and can send you a term sheet within one week.



**Collaborative:** We do not run a one-size fits all playbook. We work with business owners and their management teams on improving and growing each company over time.

### Our Team



#### Mike Rozenfeld

- SaaS CEO
- Private Equity
- Management Consulting
- Investment Banking