Prospect Partners

PRE–LOWER MIDDLE MARKET PRIVATE EQUITY
CHICAGO, ILLINOIS

We Don't Expect Perfection. *Only Potential.*

Prospect Partners backs **independent sponsors** and **passionate entrepreneurs** in **high-potential companies** to build differentiated middle market platforms. That's been our sweet spot for more than twenty-five years.

Inc. Founder Friendly Investors 2026

25+
YEARS OF HISTORY

190+
TRANSACTIONS

~60
PLATFORMS BUILT

INVESTMENT CRITERIA

Revenue	**$15M – $100M+**
EBITDA	**$3M – $10M+**
Transaction Type	**Majority**
Add-Ons	**Any size**

INDUSTRY FOCUS

- Specialty Services
- Niche Manufacturing
- Value-Added Distribution
- Food and Beverage

CURRENT SECTORS OF INTEREST

- Underground Utility Services
- Highway Safety Products & Services
- Commercial / Industrial HVAC/R
- Precision Metal Fabrication

PLATFORM CHARACTERISTICS

01 Entrepreneurially Led / Founder-Owned

02 Management-Aligned Incentives

03 Niche or Fragmented Markets with Strong Tailwinds

04 High Growth Potential

05 Value Creation Through Entrepreneur Support System

06 Opportunity to Pursue M&A

ENTREPRENEUR SUPPORT SYSTEM

We work closely with independent sponsors and management teams, strive for collaboration over conflict, and offer direct value-added support and intelligence, not interference.

Prospect's proven playbook is tailored to the real challenges facing pre-lower middle market companies and has been built on 25+ years of experience building better, not just bigger businesses.

→ **Accelerate Growth Initiatives and Develop Replicable Playbook**

→ **Implement Robust Long-Term Strategic Plans**

→ **Guide Infrastructure Building & Improved Governance**

→ **Augment Teams & Complement Independent Sponsors**

INDEPENDENT SPONSOR CONTACTS



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Partnership. Not Just *Capital.*

We move with conviction on deals that fit our criteria, we believe in **sharing economics** and aligning incentives, and we bring **real operational support** through our Entrepreneur Support System and **decades of experience** in the pre-lower middle market.

WHAT WE BRING BEYOND CAPITAL

Deal Execution Support

Due-Diligence Resources: Lead & share costs for third-party work

Capital Structure: Ability to source & lead debt financing, leveraging long-tenured capital markets relationships

Market Intelligence: Sector-specific insights, access to industry executives, specialists, and competitive analyses

Increased Certainty: Build rapport through partnership approach with management teams to get deals done

Operational Value Creation

Human Capital: Decades of experience supporting the hiring of executives, board advisors & other key employees

Infrastructure Building: KPIs, financial reporting, upgraded IT systems, etc.

Strategic Planning: Work closely to define and implement long-term strategic plans focused on value creation

Capital Allocation: Risk mitigation, incentives alignment, and capital support for growth and M&A

Strategic Resources

True Partnership: Consistent and complementary engagement & support – we help bear the burden alongside our partners

Administrative Support: Deep legal, accounting and financial support, etc.

Exit Strategy: Proven ability to build attractive platforms and position for successful exits (~30 platform exits completed to date)

REPRESENTATIVE EXPERIENCE WORKING WITH INDEPENDENT SPONSORS

Cody Pools

Designer and builder of custom in-ground residential and commercial swimming pools.

Texas

WASTE HARMONICS

Outsourced waste management services providing suite of asset-light, tech-enabled managed waste solutions.

Rochester, NY

Prospect Water Co.

Water treatment products and services to household and commercial customers through independently franchised dealers.

National

REPRESENTATIVE EXPERIENCE WORKING WITH INDEPENDENT EXECUTIVES

innovetive PETCARE+

GP and specialty/emergency veterinary hospitals in the Southeast and Texas.

Southeast & Texas

SUMMIT FIRE PROTECTION

Provider of fire sprinkler installation and maintenance services for commercial and multi-unit properties.

Midwest

VELVAC

Manufacturer and supplier of exterior mirror and vision systems and other components for truck, RV and specialty vehicles.

New Berlin, WI

PIPP MOBILE STORAGE SYSTEMS INC.

Manufacturer, designer, installer of mobile shelving and storage systems.

Grand Rapids, MI