



SPRUCE LAKE
PARTNERS

Spruce Lake Partners is a Colorado-based, veteran-operated venture with a singular focus — to acquire one privately-owned company and then operate the company for the long-term. Our priorities are to build upon the **legacy** created by the current owner, and give the owner an opportunity to pursue the next phase in their life, having benefitted from years of hard-work and with full confidence that their **relationships with employees, customers, suppliers, and community will continue to be enduring priorities.**

OUR FOCUS

COMPANY

- Dedicated, loyal, and ambitious employee base
- US-based
- Large or growing percentage of recurring revenues

INDUSTRY

- Non-cyclical
- Low likelihood of regulatory headwinds
- Fragmented and growing industry

FINANCIAL

- Revenues \$3-15 million
- Demonstrated track-record of profitability
- EBITDA margins of $\geq 15\%$
- Low capital intensity

OWNER

- Owner looking to sell 100% and have the ability to exit from the business after a transition

HOW WE ARE DIFFERENT

- We are 100% focused on acquiring a single company to operate; *not* focused on a large portfolio of companies
- Long-term growth mindset with patient investors and focused on operational excellence rather than synergies
- Flexible financing structures to fit the seller's needs
- Focused on maintaining the owner's legacy, relationships with employees, and community standing

OUR PEOPLE



CHRIS NIELSEN

*Founder &
Managing Principal*

Chris is a graduate of the US Air Force Academy and holds a graduate degree in Operations Research and an MBA, both from MIT. He served as an operations analyst in the Air Force and then spent eight years as an investment analyst covering sectors spanning from energy to industrials to supermarkets.

Chris has a passion for engaging with others to accomplish a common goal. His time in the military illustrated the power that grit, hard work, and a can-do attitude can have on creating a culture of mutual respect, support, and excellence. During his time in the asset management industry he came to appreciate the power of alignment and follow-through. These experiences define how he envisions engaging with the team of an existing small business that is focused on continuing to win.

The members of SLP's **BOARD OF ADVISORS** bring diverse backgrounds as well as decades of experience building, operating, and aligning small teams toward accomplishing a common goal. Learn more at:

www.sprucelakepartners.com/Team.php

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