



## Eureka Equity Partners

is a private equity firm focused on investing in and building niche-market leaders at the lower end of the middle market. Core to our focus is partnering with exceptional management teams to acquire small businesses in industry segments in which Eureka brings significant experience and operating resources.

## Investment Focus

Eureka leads buyouts that bring significant ownership to the operators driving the success of the business. With this core principle that aligns the interests of our operators and our investors, Eureka is also experienced and comfortable effecting minority recapitalizations designed to uniquely meet the needs of the company, its management team and other shareholders. Investments within our target industry sectors that fit our mandate include:

- Change-of-control acquisitions to effect management buyouts of interests from inactive or outside shareholders
- Sponsorship of management teams with demonstrated success in one of our industry verticals to identify and acquire a platform with untapped market potential or operational or structural challenges
- Corporate divestitures and carve-outs of non-core businesses or divisions
- Control or non-control investments to facilitate succession planning within family or founder-owned businesses
- Minority-interest equity investments as a capital partner for acquisitions, expansion or to provide liquidity to diversify a founder's interests

### Company Size

Growth-oriented and/or niche market-leading companies with up to \$100 million in revenue

### Investment Size

Initial investments of \$10 million to \$40 million. Significant additional equity is available from co-investments by our Limited Partners

### Target Industries

- Business Services
- Healthcare Services
- Consumer
- Specialty Industrials

### Key Characteristics

Strong management partners interested in meaningful ownership

Leading and defensible position within niche market served

Identifiable growth vectors through organic initiatives or acquisition

## Selected Current Investments



Strategic Market Intelligence. **ACTIVATED.**

**Advertiser Perceptions** is the leading provider of research-based strategic market intelligence and analysis to the media, advertising and ad tech industry, helping some of the largest and most innovative global media and ad tech companies in the world strengthen their brands, improve product offerings and increase revenue.

### BLUEPRINTNYC

**Blueprint NYC** is a leading healthcare engagement agency that provides meeting and event production, training, experiential marketing, and strategic communications services to innovative pharmaceutical manufacturers and biotech companies.



**CCA Floors & Interiors** is one of the largest value-added, end-to-end floor coverings providers in the Washington, D.C. metropolitan area.



**iPEC Coaching** is a leading provider of coach training and certification solutions to the worldwide professional coaching industry.



**LegalPartners Group** is a leading alternative legal services provider ("ALSP") focused on outsourced team-based legal solutions, substantive engagements requiring sophisticated legal professional services, and other legal staffing services.

### MedForce

**MedForce** is a leading provider of healthcare professional interaction management services for product promotion and marketing programs for pharmaceutical manufacturers and biotechnology companies in the United States.

### SYNERGI

**Synergi** is a leading engineering and construction services firm that specializes in the design, fabrication and installation of highly engineered modular staircases & architectural features for landmark properties across North America.

SOFTWARE | HARDWARE | SERVICE

### UTC RETAIL

**UTC Retail** is an industry leader that provides a world-class portfolio of point of sale products and lifecycle support services to help retailers automate and manage store level technology.

## Key Contacts

**T.J. Haas**, Managing Director of Business Development  
267-238-2453

**Christopher G. Hanssens**, Managing Partner  
267-238-4218

**Christian T. Miller**, Partner  
267-238-4204

**Jonathan Y. Chou**, Partner  
267-238-4203

**Alexandra (Tassie) Oswald**, Partner  
267-238-4211

**Lisa Harris Millhauser**, Principal  
267-238-2450

**Daniel Black**, Principal  
267-238-4206

**Taylor Quinn**, Associate  
267-238-2451

**John Brennan**, Associate  
267-238-4213

1717 Arch Street, 34th Floor, Philadelphia, PA 19103

**P:** 267-238-4200

**[www.eurekaequity.com](http://www.eurekaequity.com)**