



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 & TECH-ENABLED SERVICES

SEEKING ADD-ON



ExecOnline provides online leadership development tools to universities.



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.



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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