

Who we are



Ripple Equity Partners (REP) is an investment firm founded with the mission to acquire and grow a B2B services company, while honoring the principles and people that propel it.

REP is run by its two founders - Marc and Wei. Together, we bring deep experience in small & family businesses, M&A, and growth planning & execution.

Our ethos centers on **collaboration, prioritizing people first, and unwavering bias to action**, embodying what we see as pillars of a successful enterprise and our own life experiences.

What we're looking for



Industry

- B2B or government industrial services
- Non-cyclical market
- Clear customer niche
- Customer perceive service as critical
- Fragmented player landscape
- High barriers of external entry



Profile

- Annual revenue: \$5-20M
- EBITDA: \$1-5M
- Positive trajectory of organic revenue and EBITDA growth
- Low capital needs
- Strong value proposition with stable recurring revenue/low churn
- Long employee tenure
- Sterling reputation in market



Context






- Owner seeking exit/liquidity from private company
- Owner desires a more focused role (e.g., board seat)
- Serial entrepreneur ready for next venture
- REP to make a controlling equity investment while maintaining alignment with existing management

Sample industries of interest (non-exhaustive)


- Street sweeping
- Environmental remediation
- Hydro-excavation
- Pipeline CCTV inspection
- Asphalt maintenance
- HVAC / plumbing / electric
- Building safety
- Lawn care
- Janitorial
- Outsourced laundry


Why us


We are **differentiated** from other buyers

	RIPPLEEQUITY	Others (Private Equity, Strategic Buyers)
 Company goals	Long-term, conscientious growth - leveraging past success drivers	Financial engineering and cost synergies to maximize ROI
 Level of commitment	100% dedication of our effort and attention	Nested in a larger portfolio
 Company's future strategy	Intentional changes with guidance from seller / mgmt. team	Generic playbook with limited contextual considerations
 Investment time horizon	'Built to last' mentality, investing for the future	3-5 years, with high pressure to show immediate impact
 Deal terms	Flexible to meet the needs of seller	Driven by institutional investors / lenders, larger corporate demands

... and are **committed** to your company's legacy

 **People-focused:** We prioritize building a strong relationship with your employees, ensuring continuity to enable a smooth and transparent transition

 **Support network:** Together with an extensive network of advisory, operating, and sector experts, we aim to incorporate best-in-class practices

 **Growth mindset:** We bring the tenacity and environment to explore growth opportunities while delivering high-quality service

Investment process

- 2-4 weeks**

Intros & Getting to know each other

We begin with 2-3 introductory calls, learning about your story, objectives and priorities.

If there is mutual fit, we may request basic info (e.g., income statement) to share a preliminary value range for your business.
- 4-8 weeks**

Initial diligence and Letter of Intent (LOI)

If purchase price is agreeable, we may request additional info and a company visit to familiarize ourselves.

If there is continued interest, we will submit a Letter of Intent (LOI), a non-binding document outlining an agreement in principle for us to purchase the business and outlines key terms.
- 2-6 months**

Due diligence

During this stage, we will collaborate with you to engage the management team, employees, customers and suppliers to ensure we have the full picture, and are positioned for a smooth transition.

We will aim to be efficient and thorough while maintaining transparency, confidentiality and curiosity.

With diligence done, we will finalize the legal documentation, bringing the transaction to a close.
- Closing**

With closing, we will sign the final documents, wire the funds and celebrate together! We will work closely for the transition, ensuring that your legacy thrives.