

# Growth & Transition Advisory Services



There comes a time in the life of every business when the owner(s) must decide what happens next. Evaluating the business early allows time to build plans to optimize value and growth potential. A solid value-based plan also positions the owner for a smooth exit, whether to sell, transfer, or dissolve. We continually develop and improve our processes to evolve with the needs of our clients, giving them more control over when and how they transition the business. Our all-encompassing approach means less stress and more value for you.

## Our Services

As a boutique firm, 2ndG has one of our principals involved in every engagement, providing the personal service you deserve. Through our unique affiliation with KraftCPAs PLLC, we also have access to more than 200 professionals who specialize in tax, accounting, audit, technology, and financial consulting. No matter what point you are in the business cycle, we have the resources to support you. Our services include:

### Merchant Banking New Business Projects

We have acted in a variety of operational and advisory roles, both hands-on and at the board level. These activities are designed to help founders navigate the various planning, financial, and management issues associated with a company's growth. We help clients with:

- » Advisory services
- » Business modeling
- » Early-stage investments

### Financial Advisory Finance-Oriented Projects

Our practical, real-life experience, along with industry credentials from nationally recognized organizations, help us provide our clients with constructive, competent expert service and opinions including:

- » Financial modeling
- » Exit planning
- » Valuation opinions
- » Fairness opinions
- » Litigation support
- » Cash management

### Investment Banking Transaction-Oriented Projects

We secure financial resources (debt or equity) for companies and represent buyers/sellers in private-company transactions. We actively participate in arranging and negotiating the transaction. We help clients with:

- » Capital formation
- » Acquisition financing
- » Recapitalizations
- » Management buy-outs
- » Debt restructuring
- » Mergers & acquisitions

# 2ndG's Sample Transactions

CONTACT

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## A Southeastern railroad engineering firm and its affiliated companies

have been **acquired** by an ESOP

*2nd Generation Capital provided advisory services for the company and its shareholders.*

## A Southeastern distributor and installer of fireplaces and garage doors since 1989

has been **acquired** by a Midwestern leader of hearth-related product manufacturing and installation and subsidiary of a Forbes 400 public corporation.

*2nd Generation Capital provided transaction advisory services in this transaction.*

## A Southeastern and West Coast provider of lead generation tools and methods designed for B2B marketing using LinkedIn

has been **acquired** by a West Coast company as an integrated digital media communications, marketing and advertising agency.

*2nd Generation Capital provided transaction advisory services in this transaction.*

## A Tennessee developer of consumer transportation management apps and software

has completed a **private placement** of convertible debt in a seed round with multiple lenders, including individuals, venture funds and partnerships

*2nd Generation Capital acted as an advisor to the company in multiple related transactions.*

## A Mid-South operator of limousine, small bus and specialty vehicle services

has been **acquired** by a Mid-South regional bus and tour operator

*2nd Generation Capital initiated this transaction and acted as an adviser to the company's shareholders.*

## A Michigan pediatric anesthesia practice providing services to a teaching hospital & trauma center

has completed a **professional services agreement** and alignment with a national anesthesia practice management company in Texas

*2nd Generation Capital initiated this transaction and acted as an adviser to the practice.*

## A Southeastern senior care case management & counseling services firm

has been **acquired** by a Southeastern companion care and skilled nursing care provider and operator of occupational therapy facilities

*2nd Generation Capital acted as an advisor to the shareholders in this transaction.*

## A Southern & Midwestern environmental testing laboratory with multiple locations

has been **acquired** by a Midwestern national lab services company

*2nd Generation Capital acted as an advisor to the shareholders in this transaction.*

## A Southeastern leader in distribution of Honda engines and other light industrial & marine equipment to support OEM manufacturers and rental equipment retailers

has been **acquired** by a Southern private holding company

*2nd Generation Capital provided advisory services in this transaction.*

## A Southeastern regional HVAC contractor specializing in multi-family and senior living facilities

has been **acquired** by a Southern subsidiary of a private equity group

*2nd Generation Capital provided investment banking and advisory services to the company in this transaction.*

## A vertically-integrated grower, blender, packager, and retailer of Hemp/CBD products

has completed a **private placement** of convertible debt with two family offices. The funds will help complete the consolidation of companies and expand production and retail facilities

*2nd Generation Capital acted as an advisor to the company in multiple related transactions.*

## A Nevada-based designer and manufacturer of high-tech solutions for first responder applications

has completed a **private placement** of convertible debt in a seed round with a Nevada state-sponsored venture fund and an Oregon manufacturer of high-tech defense & situational management systems

*2nd Generation Capital acted as an advisor to the company in multiple related transactions.*