

Introduction to Private Equity



What is Private Equity?

In its simplest form, a private equity (PE) firm uses a pool of money to acquire businesses, with the goal of making those businesses more valuable over time. Buying a home is a good analogy. A homeowner uses a down payment and a mortgage to buy a home, just like a PE firm uses equity and debt to buy a business. In both scenarios, the buyer hopes for the value of the asset to grow substantially.

Creating Value in Private Equity

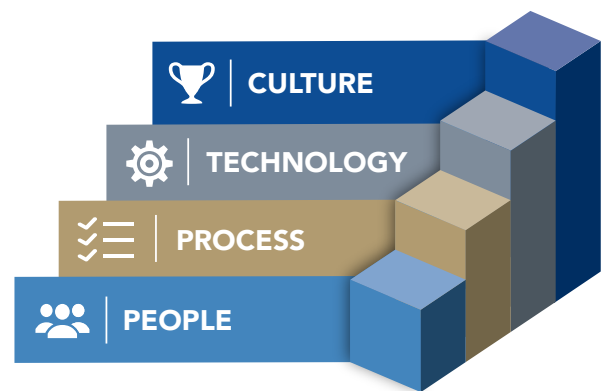
The methods for creating value in a PE-owned business vary significantly depending on the type of business, the experience and skills of the PE firm, and tolerance for risk. Some PE firms primarily use financial engineering and leverage to create value, while others are operationally focused and work to improve the fundamentals of the business. Some will focus on cost cutting, and others concentrate on growing revenue. Regardless of the strategy, creating value in PE is hard work, so picking the right private equity firm for your company is very important.

Choosing the Right PE Partner Who is Right for Your Business

There are a lot of PE firms out there, and deciding which firm to partner with is arguably the most important decision you can make for your business. LongWater invests in long-term, sustainable growth. We believe in aligned incentives, where everyone in the business shares in its success. We strive to be good stewards of our businesses and build upon our partners' legacies.

The LongWater Difference

At LongWater, we are operators, not financial engineers. This means that we help our businesses reach their full potential by investing time and resources in people, process, technology, and culture.



We build businesses for the long term and give our employees the resources and support they need to succeed in their work. For example, our team of Function Area Experts (FAEs) bring decades of experience to our portfolio companies in the areas of manufacturing, digital strategy, finance and accounting, and executive coaching. FAEs bring that experience to our partner businesses, and the results we see from their work are immediate and sustainable.

Innovation Driven Private Equity



The Next Generation Of Private Equity

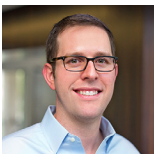
Our firm's founders are small business leaders, entrepreneurs, family-business operators and investors. We are convinced of the immense potential of family-owned U.S. manufacturing. We understand the challenges of running a small business. We know how dedicated the employees are to their work. And we believe that, with the right resources, U.S. manufacturing can thrive.

That's why we practice servant leadership and want to have a positive impact on our partner businesses and their communities. We see ourselves as a resource for our partners, not the other way around.

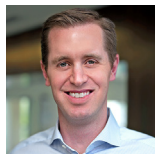
We endeavor to support and grow our businesses beyond their current means while maintaining their lasting legacies.

*At LongWater
Opportunities,
we are all on
the same team.*

Our Team



**JORDAN
BASTABLE**
Partner



**BROOKS
BURGUM**
Partner



**WILL
DOBBS**
Partner



**PHILIP
LEA**
VP of Business
Development



**MURPHEY
HENK**
Senior
Associate



**GRIFFIN
PEAVEY**
Associate



**TIM
O'KEEFE**
Director



**VIRGINIA
LUCHAU**
Executive
Assistant

Functional Area Experts



**CYNTHIA
HOLLEN**
Digital
Strategy



**TIM
MASON**
Continuous
Improvement



**ADAM
KELLER**
Operations
Analyst

The Next Generation of PE

LongWaterOpportunities.com