



## INVESTMENT CRITERIA

### **FINANCIAL:**

- Revenue > \$7.5 million
- EBITDA > \$1.0 million
- EBITDA margin > 10%
- Top customer < 20% of revenue
- Target hold period 5 to 15 years

### **GEOGRAPHY:**

- Eastern half of U.S.

### **INDUSTRY:**

- Primary focus within chemical, packaging, manufacturing, and distribution
- Secondary consideration within business, healthcare, and education services
- Strong secular trends

### **COMPANY CHARACTERISTICS:**

- Seek to be 1<sup>st</sup> institutional capital
- Predictable and defensible cash flows
- Some level of recurring revenue
- Easy to understand business models

### **TRANSACTION TYPES:**

- Exit / succession planning
- Recapitalizations
- Management buyouts
- Corporate divestitures

## WHO WE ARE

West Allen Capital is a private equity firm supported by family office capital that makes control equity investments in privately held or family-owned businesses in the lower middle market. We seek to partner with strong management teams to generate systematic growth for our portfolio companies and create value for our investors.

We have over a decade of experience investing in lower middle market businesses across a variety of industries. Our core investors are family offices that provide tremendous flexibility as a financial partner with no pre-determined investment horizon. We focus on organic growth and helping management teams execute readily available growth initiatives that have been identified but not pursued historically.

## PORTFOLIO

### **October 2018 / Frederick, MD**



Marketing & Research Resources ("M&RR") was formed in 1989 and blends the best qualities of a small boutique research company with the power and infrastructure of a global research firm.

### **August 2020 / Akron, OH**



The Ruscoe Company ("TRC") was established in 1946 and develops, manufacturers, and packages sealants, adhesives, and other specialty products.

## **CONTACT:**

Matt Steve

Managing Partner

[msteve@westallencapital.com](mailto:msteve@westallencapital.com)