Everything Entrepreneurs Need to Run Their Organizations for Greater Impact

- There are 30 million small businesses that employ almost half of all Americans and account for two-thirds of job creation
- Relative to larger organizations, small businesses often struggle with three things:
  - Attracting and retaining great **people**
  - Winning and keeping loyal **customers**
  - Making informed decisions with reliable **data**
- Firefly wants to help entrepreneurs solve these problems by investing in and building what we broadly call **The Entrepreneurial Toolkit®** which includes businesses serving small and medium size companies in the following areas:

Areas of Focus			
• Niche Recruiting/Staffing	• Assessments	• Training/Coaching	• Continuing Education
• Certifications	• Fractional services	• Outsourced services	• Virtual support
• HR Operations	• Sales effectiveness	• Remote tech support	• Marketing services
• Health	• Wellness	• Benefits	• Safety/Security

Platform Investment Criteria					
Geography	**Size**	**Structure**	**Must Haves**		
North America	EBITDA > $1 mm	Majority/Minority	Growth	Profitability	Values Fit

Current Entrepeneurial Toolkit Companies	

A complete set of concepts and tools that helps entrepreneurs get what they want from their businesses based on Gino Wickman's best-selling book, *Traction*.

Specialized provider of recruiting services for sales leadership and other sales-related roles, with an emphasis on entrepreneurial and owner-led businesses.

The leader in outsourced sales consulting, offering fractional sales leadership, sales infrastructure, sales training, and coaching for small and medium size businesses.

A talent strategy firm on a mission to disrupt the status quo in hiring and people development, specializing in quality recruitment for lasting impact.

David Mann	**Derrick Smith**	**Mark Sneider**
dmann@thefireflygrp.com	dsmith@thefireflygrp.com	msneider@thefireflygrp.com
(317) 306-9792	(317) 358-6483	(314) 255-5416

Do the Right Thing	Compassionate Accountability	Humble Confidence	Bold Action	Have Fun