





Firefly helps companies and individuals reach their full potential. We bring this mission to life by partnering with strong leadership teams in growth-oriented, lower-middle market businesses. Since 2013, our team has invested in 10 companies. We have a proven track record of honoring our commitments, sticking to our core values, and being an effective and fun partner to leadership teams.

THE ENTREPRENEURIAL TOOLKIT OPPORTUNITY

- 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 Entrepreneurial Toolkit Companies	
 <ul style="list-style-type: none"> • 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 <i>Traction</i> • Acquired by Firefly in 2018 	 <ul style="list-style-type: none"> • Leading provider of outsourced and fractional sales leadership, training, and consulting services to small and medium size businesses • Acquired by Firefly in 2021

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