

# RedCloud Capital | Building Great Companies

RedCloud Capital is a Denver-based private equity firm focused on partnering with dynamic and growth minded entrepreneurs and management teams to build great companies. Founded in 2004, RedCloud Capital has more than nineteen years of experience investing in entrepreneur-owned businesses with differentiated growth strategies. We invest in lower middle market businesses that have a compelling value proposition.

**2004**

Founded

**12**

Platform Investments <sup>(1)</sup>

**14**

Add-on Acquisitions <sup>(1)</sup>

**\$410mm**

Capital Deployed <sup>(1)</sup>

## Investment Criteria

**EBITDA:** \$3-10 million  
**EBITDA Margins:** Greater than 10%  
**Geography:** United States  
**Type:** Control Recapitalizations  
**Business Characteristics:**

- Entrepreneurial management teams
- Compelling value proposition
- Differentiated products or services
- Scalable business model

## Industry Focus Areas



**Environmental Services**

- Waste Collection/Disposal
- Consulting Services
- Emergency Response
- Remediation



**Consumer**

- Contract Manufacturing and Private Label
- Branded Consumer Products
- Food and Nutrition



**Industrials**


- Industrial Technology
- Specialty Distribution
- Industrial Cleaning
- Chemicals



**Business Services**


- Value-Added Distribution
- LED Lighting
- Security and Safety
- Testing and Measurement

## RedCloud & Affiliated Investments

 <sup>2</sup> Remote controlled robotic technology for industrial cleaning and bulk removal solutions




Current

 <sup>2</sup> Sources, warehouses, ships, and stocks over 3,500 impulse items to more than 15,000 retail stores across the U.S. and Canada




Realized

 Global designer and distributor of branded accessories for consumer electronics, computers, and mobile devices




Current

 <sup>2</sup> Breeds and distributes triticale seed; cleans, conditions and distributes wheat and other cereal grains; and, manufactures cattle feed




Realized

 Develops and manufactures specialty plant nutrients enhanced with organic acids, which improve crop yield and grower economics




Realized

 <sup>2</sup> Independent provider of fuel, lubricants, and logistics services in Colorado and the Rocky Mountain region




Realized

 Provider of workforce management tools and other consulting services to multi-unit retail/restaurant industry




Realized

 Coaxial cable and telecommunications infrastructure provider in the mid-Atlantic and southeastern U.S.




Realized

 <sup>2</sup> Environmental and industrial cleaning and waste disposal services provider




Realized

 <sup>2</sup> Provider of underwater repair, maintenance and marine construction solutions for vessels and ports throughout the world




Realized

 Fifth largest provider of fire and life safety services in the U.S.



Realized

 <sup>2</sup> Distributes post-patent crop protection herbicides, fungicides, insecticides, and plant growth regulators



Realized

<sup>1</sup> Includes affiliated investments. See footnote 2.

<sup>2</sup> Denotes an affiliated investment made by Kevin Mitchell while at a prior firm, Lariat Partners ("Lariat"). Kevin Mitchell was a Co-Founder and Managing Partner of Lariat and served as one member of a two-person investment committee. All Lariat investment decisions required unanimous approval by Kevin Mitchell and the other investment committee member.

## RedCloud Investment Team

**Kevin Mitchell**  
 Managing Director  
 720.544.6232

**Sam Simpson**  
 Managing Director  
 720.544.6223

**David Wilkins**  
 Managing Director  
 720.544.6229

**Blair Jerals**  
 Senior Associate  
 336.413.9617

**Jacob Mattern**  
 Associate  
 402.707.6679

[kjm@redcloudcap.com](mailto:kjm@redcloudcap.com) [sms@redcloudcap.com](mailto:sms@redcloudcap.com) [dgw@redcloudcap.com](mailto:dgw@redcloudcap.com) [blair@redcloudcap.com](mailto:blair@redcloudcap.com) [jacob@redcloudcap.com](mailto:jacob@redcloudcap.com)