

INTRODUCING EIGHT ONE SEVEN CAPITAL, LLC

- 817 Capital is looking to acquire, own and operate one small business for the long-term
- The ideal candidate is a privately held or family-owned business whose owner(s) is looking for a way to responsibly transition his/her business to the next generation of ownership
- 817 provides a unique opportunity for an owner to transition his/her company to a like-minded individual
- The founder, Josh Stull, has a proven track record of maintaining client relationships, developing growth strategies, growing sales and building processes that lead to improved operations
- To ensure success, he has built a team of resources, including formal and informal advisors, who will provide support and counsel.

TARGET CRITERIA

Desired Attributes:	Financial Attributes:	Seller Attributes:	Focus (not limited to):
<ul style="list-style-type: none"> ▪ Within ~100 miles of Milwaukee, WI ▪ Diverse customer base ▪ Recurring revenue base 	<ul style="list-style-type: none"> ▪ Annual sales greater than \$2M ▪ Established company with strong ongoing track record 	<ul style="list-style-type: none"> ▪ Sale of entire business ▪ Positioned company for long-term success 	<ul style="list-style-type: none"> ▪ Food and Beverage ▪ B2B Service ▪ Light Manufacturing ▪ No requirement for highly specialized licenses

WHAT MAKES 817 CAPITAL DIFFERENT?

What it is?	What it is <u>not</u> ?
<p>Entrepreneur seeking to acquire, own and operate one company for the long-term</p> <p>Buyer who will prioritize preserving and respecting the previous owner's legacy</p> <p>Opportunity for the owner to build a relationship with the next day-to-day operator of the business</p> <p>Peace of mind that the employees will be valued and taken care of post-sale</p>	<p>Financial institution seeking to add to its portfolio of short-term investments</p> <p>Entity primarily concerned with maximizing the financial return of the transaction</p> <p>Group who will hire outside management to run the business after a transition is complete</p> <p>Looking for an opportunity to strip the assets of a business in order to sell for a profit</p>

INTRODUCTION: JOSH STULL, FOUNDER & DIRECTOR



I was born and raised by a blue-collar family in rural Indiana. Discipline, hard work and perseverance were the backbone of my upbringing and key to my past and future success.

I founded 817 Capital to pursue my dream of owning and operating a small to medium sized business. Prior to 817 Capital, I worked at The Boston Consulting Group, General Mills and MillerCoors, in the roles of marketing, operations improvement, sales and strategy.

I earned my MBA from Harvard Business School and my BA from Notre Dame, where I was a walk-on to the football team. Professional opportunities led us away from the Midwest for a few years, but my wife Becca and I are excited to be back in the area.