



Orianna Capital is an private investment firm with one goal: to acquire and manage a terrific privately-held business. We offer the seller a unique exit as we will take a lead management role, committing to the ongoing success of the business and preservation of the prior owner's legacy.

Our Investment Criteria

GENERAL

- ✓ For Sale: Ownership that wants to sell for a fair price to a long term buyer
- ✓ Predictable: A high percentage of recurring revenue or repeat clients with limited concentration
- ✓ Protected: A competitive and defensible position in its industry with an identifiable value proposition

FINANCIAL

- ✓ \$2 to \$15 million of annual revenue
- ✓ EBITDA of \$750,000 to \$2 million
- ✓ Demonstrable profitability for 3 years

INDUSTRY

- ✓ Low capital requirements
- ✓ Minimal cyclicity
- ✓ Fragmented

Why Orianna?

	ORIANNA CAPITAL	YOUR COMPETITORS	PRIVATE EQUITY FIRMS
Your Company	100% of our time and attention	A different silo and culture to be managed as part of a larger enterprise	Small % of overall investment pool
Post-Acquisition Focus	Being CEO of the business	Many competing interests on larger company strategy	The next deal
Strategic Goal	Work with existing employees to conservatively grow sales and improve operations with a long term focus	Change, dismantle, and integrate your company's operations and employees	Maximize debt, cut costs, and flip the company to the next buyer
Investment Time Horizon	Decades, if not longer	Uncertain	As soon as a profitable exit exists → 3-5 years
Asset Purchase Terms	Flexible and customized to Seller's needs	Rigid, based on Board Approvals and Corporate Policies	Rigid, based on Investment Committee Approvals and Institutional Policies



Jesse Safir is the Founder and Principal Owner of Orianna Capital. Over a ten-year professional career, he has developed significant management experience leading teams from four to 800 people. He has taught adult students in Ecuador, directed equity investments in New York, and managed operations teams in India. He has held executive positions in both operations and sales at companies under 10 employees and over 5000. Jesse lives with his wife and daughter in Philadelphia, PA and holds a BA from Princeton University.

Phone: (267) 702-0877

Email: Jesse.Safir@oriannacapital.com

Web: www.oriannacapital.com