



LEGACY
CAPITAL

LEGACY CAPITAL FUND

Adding strategic firepower to profit
from undervalued small businesses.



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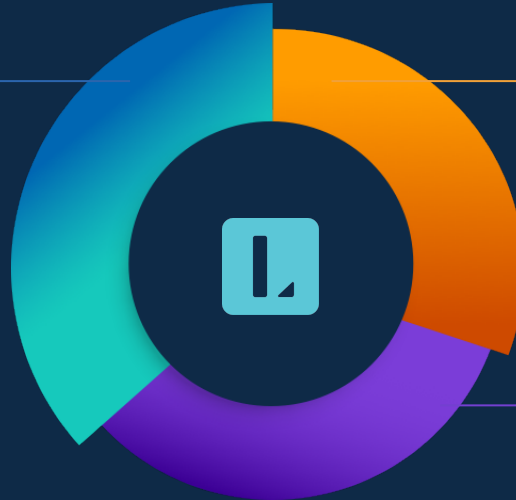


HUGE OPPORTUNITY WITH SMALL BUSINESSES

It's prime time for buyers when it comes to acquiring strong, well-established small businesses due to:

- **A saturated market.**

Approximately 500,000 business owners (most of them baby boomers) will want to retire in the US each year for the next 15 years (typically around 32k M&As are completed each year in the US).



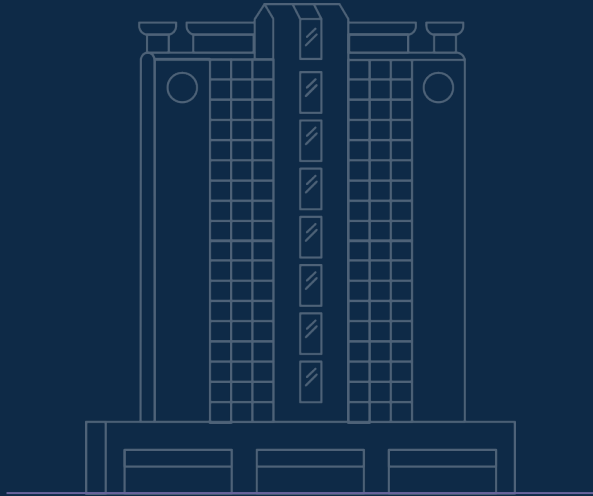
- High interest rates causing a **significant drop in selling multiples.**

- It's becoming more and more of a **buyer's market** as listings start to outweigh buyer demand.



THE LEGACY CAPITAL FUND

A huge opportunity exists for investors to capitalize on the current economic and small business conditions by investing in the Legacy Capital Private Equity Fund:



- **Massive amounts of undervalued businesses:** A 15x increase in small businesses for sale each year in the US, economic recession, and high interest rates will lead to business owners selling for much lower multiples. This means the market will be flooded with more undervalued businesses than buyers can handle.
- Private Equity historically offers higher returns, lower volatility, and less risk compared to public investment markets (uncorrelated with public markets).



TARGETED INDUSTRIES



Technology

Healthcare Technology | eCommerce | SaaS |
Fintech | Online Subscription-based | AI

Experience: Qualtrics | Galileo | MX
Technologies | Cisco | Verizon | Panasonic



Transportation / Logistics

Freight | Shipping Technology | Franchise
Route Shipping

Experience: Worldwide Express |
Unishippers | GlobalTranz



SIMILARITIES



High Margin



Easy to Scale



Managed Remotely



Lower PE Competition



Primarily Focused on
Business Services (B2B)



MARKET TRENDS

Technology

CAGR 8.2%

Estimated for the global technology market 2022-2032

27.7%

Total US market share of \$8T market in 2022

Transportation / Logistics

CAGR 8.1%

Estimated for the global transportation market 2022-2032 (\$7.3T to \$15.9T)

23.2%

Total US market share of \$7.3T market in 2022



FUND INVESTMENT DETAILS

Fund Details

- **Geography of focus**
 - Technology: Primarily USA (may consider: Canada, Australia, and the UK)
 - Transportation/Logistics: USA
- **Target Business Valuation: \$3M-\$25M**
- **Target number of employees: 5-25**
- **Other acquisition criteria:**
 - Underutilization of sales and marketing technology, and minimal advertising
 - SDE/EBITDA multiple: up to 5X
- **Number of fund investments: 15-25 (dependent on purchase amounts)**
- **Post-acquisition leverage max target (D/E): 2**

Deal Sourcing

- **New business acquisition deals will be sourced in the following ways:**
 - Primarily through our strong network of business brokers and selling agents that are focused on web-based technology and transportation / logistics spaces.
 - Legacy Capital has an accomplished history of identifying undervalued businesses, we utilize our proprietary platforms focusing on intrinsic values and IRR alongside our industry leading partners.



THE LEGACY CAPITAL EXECUTIVE TEAM



SCOTT HAUCK
Founder | General Partner



HEIDI DIEMER
Chief Investment Officer



STEVE JENSEN
Investment Committee



JUSTIN PERRENOUD
Investment Committee



GENERAL PARTNER



SCOTT HAUCK

- Over \$2.5B in revenue generated for businesses and clients
- 20+ years business management and private equity experience
- 6 mergers and acquisitions completed including Unishippers, Galileo, Kele, and GlobalTranz
- Worked with world-class brands including: Qualtrics, Galileo (a SoFi Company), Cisco, Verizon, Panasonic, Coca-Cola, Fitbit, WWEX, Unishippers, GlobalTranz, and Aetna
- Managed over 300+ professionals across various disciplines



STRATEGY

1. Lay the Foundation

Once Legacy Capital has acquired a business, we will build the internal teams, processes, and technology to enhance the existing business model.

3. Drive Growth

Leverage our expertise in long-term strategic planning to build on the newly created demand generation model by implementing 4-point strategic process: 1) Define sales/marketing attribution model 2) Align inbound acquisition channels with ROI/ROAS 3) Test and identify new markets and marketing channels 4) Focus efforts on top ROI acquisition channels, markets, and products/services.

2. Improve Demand Generation

Utilize our expertise in technology, ability to identify market trends, analyze existing data, and customer feedback to improve demand generation for products and services.

4. Exit Strong

Build the company up to eventually sell when the business and market conditions allow for the optimal exit opportunity. Use our market positioning expertise as well as our ability to evaluate businesses to sell the business at a strong multiple. Revenue goals: target a 30% increase in top-line revenue in year 1 and a 5-year cumulative increase of 300%.



CASE STUDY - KELE INC.

We were hired by a PE firm to help build and eventually sell Kele Inc., a business valued at \$53.8M. In three years, we helped Kele reach a \$158M valuation and be acquired by another PE firm. We did it by doing the following:

- Completely rebuilding their digital presence, implemented and integrated a new ERP system, rebuilt their eCommerce platform, created a state of the art advertising model, integrated their CRM platform, sales enablement, and lead routing programs into one major platform.
- We also implemented new partnership selling channels, a mobile-friendly eCommerce tool and app for on-the-job purchasing and sourcing, built new social media channels, and a commercial Amazon presence.

Pre-Acquisition
Valuation

\$53.8M

Acquisition Valuation

\$158M

Increase in Valuation

194% (3 yrs)



CASE STUDY - GALILEO

We acquired the Galileo business valued at \$400M. In three years we helped Galileo reach a \$1.2B valuation and be acquired by SoFi. We helped them with the following:

- Rebuild their entire marketing and sales model in order to more accurately track marketing and sales channel attribution tied to revenue operations (RevOps).
- Provided valuable strategic direction that helped them scale their sales and marketing efforts while leveraging advanced technology integrations, AI, top-down corporate restructuring.

Pre-Acquisition
Valuation

\$400M

Acquisition Valuation

\$1.2B

Increase in Valuation

200% (3 yrs)



CASE STUDY - UNISHIPPERS

We acquired the Unishippers franchise third-party logistics business valued at \$15.5M. Over the course of three years we partnered with them do the following:

- Completely rebuilt their digital presence, created a state of the art advertising model, CRM integration, and sales enablement and lead routing programs to drive new leads to logistics franchises throughout the US.
- Launched new RevOps model/platform (Marketo) as well as integrated all of their internal lead and prospect touch points, aligned marketing, sales, and advertising channels, and created a robust ROAS calculator and channel attribution model. This allowed us to manage all sales enablement, lead generation, web optimization, and marketing campaigns for over 250+ transportation franchises.

Business sold to WWEX for \$75M (384% increase in valuation in three years).

Pre-Acquisition
Valuation

\$15.5M

Acquisition Valuation

\$75M

Increase in Valuation

384% (3 yrs)



LEGACY CAPITAL EDGE

The Legacy Capital team has an edge in identifying, acquiring, and building small businesses:



Skilled analysts, processes, and calculators that help find the intrinsic value of businesses based on several factors.



Skilled in business strategic planning and roadmapping.



World-class marketing, advertising, and demand generation experience.



90+ years of technology, transportation, and financial services experience.



90+ years of scaling and building small, medium, and enterprise-level businesses.



LEGACY CAPITAL FUND TERMS

GENERAL PARTNER NAME: Legacy Capital Fund GP

LIMITED PARTNER NAME: Legacy Capital Fund LP

TARGET FUND SIZE: \$50M - \$100M

TARGET COMMITMENT: \$250,000

MINIMUM COMMITMENT \$50,000

TARGET RETURN: 56% IRR

FUND TERM: 7 Years

MANAGEMENT FEE: 2%

CARRIED INTEREST: 80/20





LEGACY CAPITAL FUND RETURN SCHEDULE (EXAMPLE)

DISTRIBUTION SCHEDULE

INVESTOR COMMITMENT:	\$250,000
TARGET RETURN (FULL TERM):	56% IRR
YEAR 1 ESTIMATED RETURN:	\$137,500
YEAR 2 ESTIMATED RETURN:	\$206,250
YEAR 3 ESTIMATED RETURN:	\$206,250
YEAR 4 ESTIMATED RETURN:	\$206,250
YEAR 5 ESTIMATED RETURN:	\$275,000
YEAR 6 ESTIMATED RETURN:	\$343,750

RETURN INFO

BREAKEVEN:	MONTH 19
92% AVG. ANNUAL RETURN	
TOTAL DISTRIBUTIONS:	\$1,375,000
OVERALL RETURN:	5.5X 450%



LEGACY LIFELINE

The Legacy Capital Fund has partnered with Legacy Lifeline: a non-profit organization created to help American citizens cover expenses related to treating mental health disorders.



- Legacy Lifeline is funded from the general partnership (GP) earnings of Legacy Capital and by its loyal donors.
- 20% of all GP fund earnings go directly to Legacy Lifeline.
- Zero impact on investor/limited partner earnings.
- Learn more: LegacyLifeline.org



RECAP

Huge Opportunity to acquire undervalued small businesses on a large scale.

- 500,000+ new businesses going up for sale over the next 15 years due to business owners trying to retire.
- Saturated acquisition market favoring buyers.
- Little to no competition in the PE market focusing on lower middle market web-based technology and transportation businesses.

Legacy Capital is passionate about the opportunity and is uniquely positioned to help:

- Passionate about helping business owners transition their businesses as well as helping to maintain the legacy of these businesses that could be lost forever if we don't act now.
- Uniquely positioned to acquire and grow undervalued small businesses with business management and strategic firepower.
- Legacy Capital donates 20% of it's GP earnings directly to a charitable foundation called Legacy Lifeline.



QUESTIONS

For questions, please contact:

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