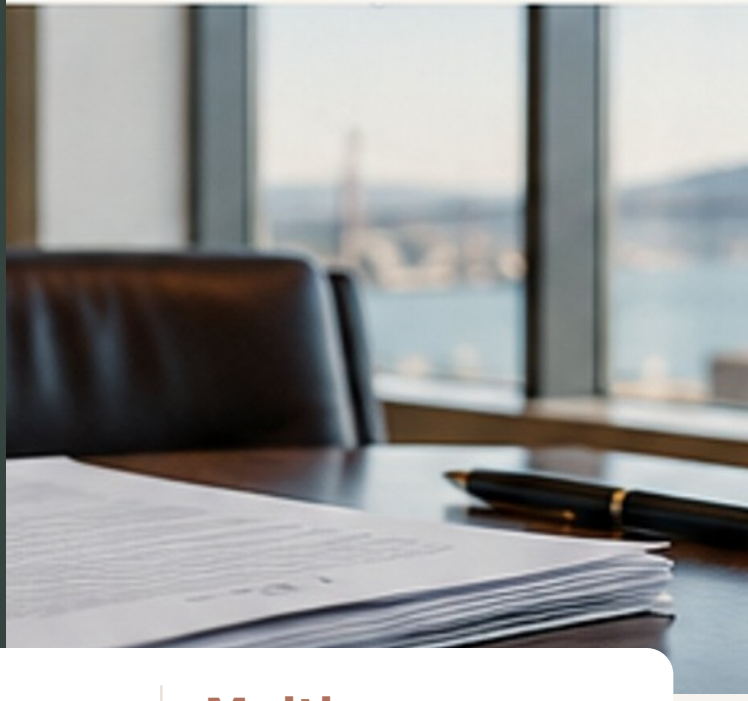
COWGIRL VENTURES

STRATEGIC ACQUISITION

Specialized Communications Advisory Firm

A strategic majority acquisition that created a new chapter for a specialized advisory firm.



85%
equity interest sold

Strategic
industry buyer

Multiyear
ownership transition

THE BUSINESS

A financial communications firm that advises venture-backed technology companies as they prepared for IPOs/public company reporting, etc. Advised established technology clients on investor relations strategies, investor targets, major events, and crisis communications.

THE OPPORTUNITY

A publicly traded UK based public relations and policy advisory firm sought to add specialized capital-markets expertise to its portfolio of technology services.

MY ROLE

I was a co-founder and operator, including serving as CFO and head of operations. I helped build and manage the firm for 10 years and led financial diligence and documentation through the close. This transaction involved five internal equity partners and three major outside investors.

THE RESULT

A majority equity sale with a structured, multiyear transition allowed owners to realize value and pursue their next professional priorities and/or stay with the firm to expand its service offerings and US presence.

THE TAKEAWAY

The right strategic buyer, sound transaction structure, and disciplined diligence matter as much as headline valuation.

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Illustrative imagery • Business details presented anonymously