

## Overview

One Line Partners (“One Line”) is a New York-based private investment firm that seeks to acquire and operate a single company with \$5-50MM of revenue. We offer both capital and operational resources to provide liquidity to business owners and transition day-to-day management responsibilities to our internal team. One Line ensures the preservation of the owner’s legacy while creating value for all stakeholders.

One Line offers a unique value proposition for selling business owners:

**Succession Capital** – One Line provides capital for liquidity and a smooth management transition through an energetic team ready to relocate and assume the daily operating responsibilities of the business.

**Legacy Preservation** – One Line is committed to ensuring business continuity and preserving customer and employee relationships. Our flexible investment structures can allow owners to retain an ongoing interest in the business.

**Value Add Investor Group** – One Line is significantly enhanced by its engaged investor group, which includes experienced industry executives, business owners, and professional investors.

## Investment Focus:

### Financial

- Annual Revenues over \$5mm
- Annual Earnings over \$1.5mm
- History of profitability and cash flow
- Low cyclicality
- Strong balance sheet

### Business

- Recurring or contracted revenue
- Strong middle management
- Concentrated ownership
- Motivated seller
- Low ongoing capital expenditure
- Diverse and expanding customer base

### Industry

- Large, fragmented market
- Growing industry
- Low risk of regulatory change
- No impending technological obsolescence
- Services, SaaS, and Financial Services

## Team

### **Alex Ginsberg – Managing Partner**

Prior to co-founding One Line, Alex managed large teams of people as an operations manager at McMaster-Carr, one of the nation's leading industrial supply companies. He also worked as the first product manager for Petflow.com and was a founding partner of a seed-stage venture capital firm affiliated with First Round Capital. Alex is a history buff and frequent traveler. He graduated with High Honors from Swarthmore College, where he studied Philosophy, played Rugby, and founded the college's club wrestling team. He has an MBA from Columbia Business School.

### **Woody Baum – Managing Partner**

Prior to co-founding One Line, Woody worked as an investment banker at Goldman Sachs where he advised family owned businesses in mergers and acquisitions. While heavy in finance experience, Woody has years of small business experience. He grew up working for parents’ accounting firm and their small business clients. Woody is also an avid cyclist and surfer. He graduated summa cum laude with a BA in Political Science from Texas Tech and has an MBA from Columbia Business School. He has is fluent in Spanish.

*One Line will work closely with intermediaries and pay industry standard finder’s fees. Please contact us if you have any questions regarding the potential sale of a business that fits our investment criteria.*

## Contact Information

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