

# MORE DEALS. LESS FEES.

CAPTARGET DEAL ORIGINATION OVERVIEW



# OVERVIEW

Based in San Diego, CA

CAPTARGET has been proudly serving the private equity industry since 2011.

We have sourced acquisition opportunities for more than 1000 private equity funds and similar buyers of businesses, all without charging success or finder's fees.

- First movers in 'fee for service' deal origination
- 100% domestic analyst team
- Support committed funds, corporate buyers, family offices, portfolio co's, and other professional business acquirers

# SERVICE COVERAGE

## ON-MARKET COVERAGE

We track 10,000+ middle-market intermediaries in North America - a task that is daunting for small and large deal teams alike. We run a steady outreach campaign to these professionals, ensuring that you are top of mind and seeing live deal flow.

## OFF-MARKET COVERAGE

100% direct-to-business-owner sourced acquisition opportunities. Our team manages the entire process from target list development to outreach and lead qualification without ever charging success fees. A great sourcing solution for new platform investments, add-on acquisitions, or to source new deals and clients for M&A firms.

→ **Full-Market Coverage \$3,800 per month**

→ **Off-Market Coverage \$3,300 per month**

→ **ON-Market Coverage \$2,800 per month**



# SIMPLE PROVEN PROCESS

01



02



03



## SET UP

Create a new email address at your company domain. We represent ourselves as an extension of your team, which maximizes response rates and protects opportunity ownership.



## PROSPECTING

Our team sources well-fitting targets based on your acquisition criteria from intermediaries and/or business owners. With industry leading data accuracy your messaging will reach more quality prospects more often.



## DATA-DRIVEN RESPONSES

With robust analytics and tracking capabilities, we provide visibility throughout the entire process.



SIMPLE  
PROVEN PROCESS

04 ..... 05



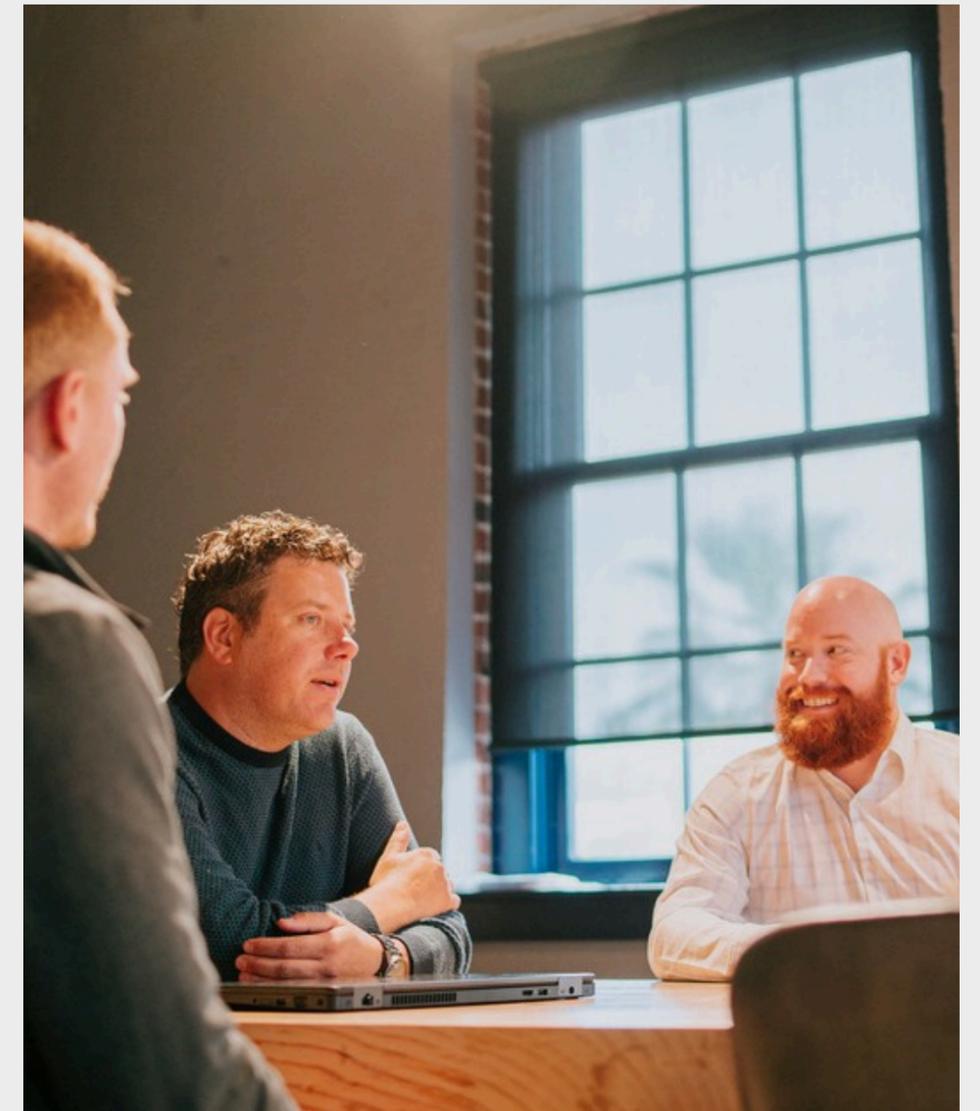
**QUALITY LEADS + REPORTING**

New leads will be delivered directly to your inbox, along with robust analytics to improve future campaigns or trigger targeted follow-up action.



**RINSE & REPEAT**

Each month we start the process over, creating a cascade of lead flow that compounds over time.



# THE CAPTARGET DIFFERENCE



	CLIENT OWNED LEADS	PERSONAL ACCOUNT MANAGEMENT	ANALYST DRIVEN RESEARCH	PROPRIETARY SOURCING OPTIONS
CAPTARGET	✓	✓	✓	✓
Data Providers	✗	✗	✗	✗
Deal Marketplaces	✗	✗	✗	✗
Volume Based Services	✗	✓	✗	✓



DATA PARTNERS INCLUDE



zoominfo



PitchBook



CriticalImpact

dun & bradstreet



Grata



CBINSIGHTS

crunchbase

FACTSET



Wavebox  
Powering Productivity



SalesIntel



DiscoverOrg

GlobalSpec



THOMAS  
A Xometry Company



RocketReach

# YOU ARE IN GOOD COMPANY



The Wilson Companies



Kinsale Capital Partners LLC  
A RELATIONSHIP BASED MERCHANT BANK



# STARTING YOUR ORIGINATION CAMPAIGN



## SEND 1 PAGER

Send us your one-pager and any specific acquisition search criteria



## SIMILAR OUTREACH

If you have any marketing content that has performed well, feel free to share it with us.



## SHARE DATA

Share any existing data / target lists that you would like us to contact or avoid



## THE 'PERFECT TARGET'

Provide an example (or a few examples) of your perfect target.



## COMMUNICATION

Communication is key. It is important to stay in close contact with our Origination Team.



## NEW EMAIL CREATION

Be prepared to create a new email inbox that we will use for outreach - FLast@domain or First@domain.



**CONTACT US.  
WE'RE HERE TO HELP.**

[WWW.CAPTARGET.COM](http://WWW.CAPTARGET.COM)

