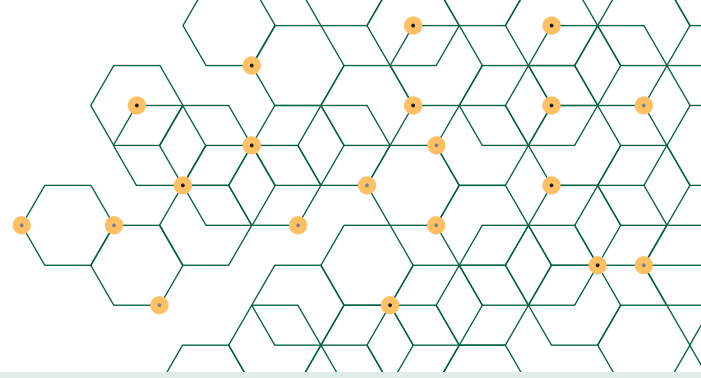


**Growth-focused investment firm
that invests in growing technology
& tech-enabled services businesses**



Growth Resources



Growth Team

Our dedicated Human Capital team works hand-in-hand with our companies to **identify, recruit, & hire key talent & collaborate on long-term organizational design** for the next phase of growth.



Our in-house Growth Team of **over a dozen top-tier experts** actively partners with our companies to accelerate growth by providing **strategic & operational support** for areas such as sales & marketing, payments, & M&A — **all without consulting fees.**



Experienced Partners

More than a decade of experience as **vertically focused & long-term-oriented investors** allows us to pull from the best practices & internal IP we've built to help our portfolio of 60+ companies grow.

Typical Investment Profile

We focus on investing in **founder-owned businesses.**
We usually commit **\$20MM to \$100MM** in equity per investment.
We actively pursue M&A for our portfolio companies.

- ✓ **\$15MM to \$500MM**
in Enterprise Value
(Smaller for add-ons)
- ✓ **\$5MM-\$100MM Recurring Revenue**
(or a path to \$5MM)
- ✓ **20% - 1000%+**
Growth
- ✓ **Growing Technology & Services**
Vertical Specific B2B Software, Data, Payments, or Tech-Enabled Services Companies
- ✓ **Profitability**
Business that are profitable or have a path to profitability
- ✓ **30-100% Ownership**
Minority or Majority Transactions

Select Investment Sectors

- Automotive
- B2B & B2C Payments
- Banking Services
- Business Services
- Construction
- Data & Analytics
- Dental
- Education
- Energy & Utilities
- Field Services
- Financial
- Governance, Risk, & Compliance
- Healthcare Information Technology & Software
- Healthcare Services
- Hospitality & Travel
- Human Capital Management
- Insurance
- IT & Software Development
- Legal
- Life Sciences
- Manufacturing
- Non-profit
- Real Estate
- Restaurant
- Revenue Cycle Management
- Security
- Sports & Entertainment
- State & Local Government
- Supply Chain & Logistics

About Us

Founded in 2008

Lower-middle market firm

Nearly \$5BN of capital under management across 5 funds

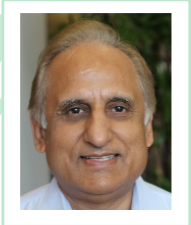
\$1.1B Fund V closed in 2022

Entrepreneurship is in our DNA

Created by Founders, for Founders

When you partner with an investor, you're looking for a partner with the right values, working style, and personality to build an amazing relationship. Serent was created by experienced founders and operators to offer growing companies the guidance we wished we'd had. With Serent, you can partner with experts who have been there – so we can find opportunities together that will help you scale your business faster.

What stood out to me is that Serent isn't like a typical PE investor. They treat me as a true partner, and they care about the businesses they're building – they are passionate about it.



Sushil Garg
Founder, BirchStreet Systems

Executive endorsements of Serent Capital are for illustrative purposes, designed to attract business development contacts, and should not be construed as a client or investor testimonial of Serent Capital's investment advisory services. Please see Disclosure for more information.

Our Current Portfolio

 Legal Tech	 HCM Tech	 Education	 Healthcare	 HCM Tech
 Healthcare	 Hospitality & Travel Tech	 Hospitality & Travel Tech	 Construction Tech	 Construction Tech
 Hospitality & Travel Tech	 Education	 Auto Tech	 Property Tech	 Field Services Tech
 Healthcare	 Education	 Healthcare	 Insurance Tech	 Government Tech
 Franchise Tech	 Financial Tech	 Education	 Hospitality & Travel Tech	 Hospitality & Travel Tech
 Field Services Tech	 Financial Tech	 Hospitality & Travel Tech	 Education	 Education
 Finance Tech	 HCM Tech	 Healthcare	 Education	 Government Tech
 Healthcare	 Hospitality & Travel Tech	 Hospitality & Travel Tech	 Construction Tech	 Hospitality & Travel Tech
 Real Estate	 Healthcare	 Field Services Tech	 Insurance Tech	 Education

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