



**GRADY BAY CAPITAL**

# Partnering to build and accelerate value in the subscription economy

Grady Bay Capital focuses on buyout and growth stage opportunities in the Subscription Economy. We invest in businesses with recurring or contractual revenue, attractive growth prospects, and exceptional management teams

## OUR FOCUS

Grady Bay Capital invests in lower middle market companies to build and accelerate lasting value.

We exist to make good companies great and provide superior returns to our partners and fellow investors.

We focus on Industries, and product or service companies that are ripe to "sell it once" and then work tirelessly to create lifetime "raving fans" by providing an exceptional customer experience.

Thematically, we believe that whether B2B or B2C, investing in companies capable of pursuing a recurring revenue model or converting their "old-line" business to a subscription approach will win disproportionately over the next 10 years.



As a serial and parallel entrepreneur, Craig Dickens has invested in dozens of companies, first as an operator and then as an investor. As CEO of Merit Investment Bank since 2013 (fka JD Merit), Craig possesses significant market knowledge as well as scalable resources to evaluate and close deals.



Madhu Chaudhary has 15+ years of finance, quantitative analytics and research experience at a variety of financial services firms including Hedge Funds, Investment Banks, and Private Investment Firms. Madhu holds an MBA from Bason College and a master's degree from the University of Exeter in finance and investment.

## SECTOR INTEREST

### SUBSCRIPTION

- SaaS
- E-Comm Platform
- Accessibility
- Delivery
- Subscription Billing

### MEMBERSHIP

- Affinity Communities
- Network-based Clubs
- Associations
- E-Learning / Masterclass

### BUSINESS SERVICES / XAAS

- MSPs / MSSPs
- IT Services
- Marketing Services
- AI Assisted Services

### ROYALTY BASED

- IP-Based Research
- Training & Education
- Content
- Franchisor Based

### PREDICTIVE MAINTENANCE & SERVICES

**B2B**  
MROs  
BPOs  
RPA Services  
IOT / IIOT/  
Monitoring

**B2C**  
Home Services / Monitoring  
Home Consumables  
Automotive Services /  
Monitoring

### CONSUMABLE BASED SERVICES

**Products-** Health, Beauty, Medical, Wellness, & Nutraceuticals

**Services-** Health, Med Spa, Beauty and Wellness

**Manufacturing & Industrial Consumables**

## TRANSACTION CRITERIA

- Majority positions in Western US / CAN HQ'ed companies
- First Institutional Capital - Founder & Family-run businesses
- EBITDA \$2MM - \$20MM
- > 10% EBITDA margins and growth rates
- > 40% recurring revenues with a pathway to 70%+

## TRANSACTION TYPES

- Growth Equity Investments
- Management Buyouts
- Majority Recapitalizations
- Purchase of Founder - Led / Family Businesses

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