

Acquiring
and growing
a single great company.



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**A team
committed
for the
LONG RUN**

We commit 100% of our time and energy to running the acquired business.


We build upon your legacy, and grow the company with new resources.

We offer an unparalleled network of experts, mentors, and advisors.

Our commitment is
one of **stewardship**

We are neither private equity,
nor venture capital
nor a strategic buyer

THE CANELO PARTNERS WAY

	 CANELO — PARTNERS —	PRIVATE EQUITY	STRATEGIC BUYER
Seller's Legacy	Preserved	Uncertain	Potentially lost
Company's Future	A single growing business preserving its culture	One of multiple businesses within a portfolio	Either merged or integrated into a larger business
Employees' Future	Expertise is valued and critical to the continued operations of the business	Uncertain depending on cost-cutting initiatives	Potentially at risk as duplicated jobs may force consolidation
Investment Horizon	Long-term with no predetermined exit date	3 - 5 years	Variable
Value Creation Levers	Revenue growth, geographical coverage, and product expansion	Revenue growth, cost- cutting, financial engineering	Revenue growth, cost- synergies, integration
Transaction Process	Quick and nimble decision-making with only one counterpart doing negotiation and due diligence	Couple of months to a year dealing with several counterparties	Couple of months to a year dealing with multiple layers of approval
Source of Funding	Team of mentors, entrepreneurs, company operators, and investors	Insurance, Sovereign, Wealth Funds, Endowments, Pension Funds	Company Shareholders

OUR INVESTMENT CRITERIA

Canelo Partners acquires a majority interest in **owner-operator run** businesses based in the US with the following attributes:

Company

- A **business-to-business** services company
- Annual **revenues** between **\$3 and \$30 million**
- Business model supporting **recurring revenues**
- **Steady cash-flow** generation for 3+ years
- Serving a **mission-critical** need to their customers
- Operating in a **growing** and **fragmented** industry

Customers

A **healthy customer base** (*diversified, high retention, and low concentration*)

Team

Motivated owner willing to sell for **non-business related reasons**

We **pay buy-side fees** and offer a generous **referral fee agreement** for proprietary introductions.

ANDRES SALATA Our Principal

As an alumnus of the **Stanford Graduate School of Business** and after a decade of real-world work experience, Andres brings **leadership skills** across a variety of roles in **operations, strategy, pricing, and revenue management**.

He began his career in **Chile**, first at **LATAM Airlines** where he learned the nuances of a **highly-competitive** business. Later, he transitioned to **UBER** where he **scaled the customer base and revenue**, before defining and executing a winning strategy that helped the business to **become profitable**.

Andres holds a **Master's degree in Management** from **Stanford**, a **BS in Industrial Engineering**, and a **MS in Engineering** from **Pontificia Universidad Católica de Chile**.



OUR PARTNERS

TRILOGY

**FUTALEUFU
PARTNERS**

 **TT CER**

CERRALVO
CAPITAL


**ASHFORD VENTURE
PARTNERS**



**GRANITE POINT
PARTNERS**

 **THE
NASHTON
COMPANY**

 **SEARCH FUND
PARTNERS**



Aaron Perrine
Managing Partner,
Trilogy Search Partners



Antonio Elosua
Managing Partner,
Brookline Partners;
Co-CEO at Becker



Dave Carver
Co-Founder,
Search Fund Partners;
Former CEO/CFO



David Dodson
Founder, Futaleufu
Partners; Faculty,
Stanford GSB



Doug Tudor
Investor;
Partner, Ravenscourt
Partners



Dylan Rebois
Principal,
Trilogy Search Partners



Felipe Corcuera
Managing Partner at
Brookline Partners;
Co-CEO at Becker



Gerald Risk
Co-founder,
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Faculty, Stanford GSB



G.J. King
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BK Growth
President, RIA in a Box



Guillermo Lavergne
Vice President,
Ashford Ventures



Jason Jackson
Partner,
Futaleufu Partners



Jason Pananos
Co-Founder, The
Nashton Company



Jay Davis
Co-Founder, The
Nashton Company



Jim Edmunds
Partner, Search Fund
Partners; Former
President / CFO



Jim Ellis
Co-Founder,
TT CER Partners;
Lecturer, Stanford GSB



José R. Stella
Co-Founder, Ashford
Venture Partners



Kent Weaver
CEO, Granite Point
Partners; Faculty,
UCLA Anderson



Kevin Taweel
Co-Founder,
TT CER Partners;
Lecturer, Stanford GSB



Luka Salamunic
Principal,
Estelio Partners;
CEO at Triyam



Mario Sicilia
Managing Partner,
Cerralvo Capital
Former CEO



Mitch Cohen
Chairman,
Trilogy Search Partners



Noah Riner
Partner,
Search Fund Partners;
Former CEO



Rafael A. Somoza
Co-Founder, Ashford
Venture Partners



Rich Kelley
Co-Founder,
Search Fund Partners;
Former CEO / CFO



Samuel Spar
Vice President,
Futaleufu Partners



Santiago Perez T.
Managing Partner,
Cerralvo Capital



Sara Rosenthal
Partner, TT CER
Partners; Faculty,
Stanford GSB



Scott Alderman
Managing Director,
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Susan Pohlmeier
Managing Partner,
Futaleufu Partners



Todd Tracey
Partner, Search Fund
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