

UNLOCK YOUR POTENTIAL™

Bertram Capital transforms businesses
into market leaders.

[VIEW PHILOSOPHY](#)

FOR BUSINESSES

We partner with business owners and management teams to build industry-leading companies.

[MORE](#)

FOR INTERMEDIARIES

We value our intermediary relationships for investment opportunities and sell-side advisory.

[MORE](#)

ABOUT US



BERTRAM CAPITAL
EST 2006

Bertram Capital is a private equity firm with over \$1.4 billion in committed capital targeting investments in lower middle market companies. In addition to supplying strategic growth capital, Bertram Capital leverages proprietary processes and services, [Bertram High 5sm](#) and [Bertram Labs](#), to empower its portfolio companies to unlock their full business potential. The [Bertram High 5sm](#) is an operationally-focused value creation strategy, which includes

management augmentation, operational initiative implementation, complimentary business acquisition, sales and marketing improvements and leveraging technology and IP. The cornerstone of this strategy is [Bertram Labs](#), its in-house technology team, which drives growth and value through digital marketing, e-commerce, big data and analytics, application development and internal and external platform optimization.

INVESTMENT CRITERIA



INDUSTRY FOCUS

- Business Services
- Consumer
- Industrial/Manufacturing
- Technology



SIZE CHARACTERISTICS

- Revenue: \$30 – \$250M
- EBITDA: \$5 – \$35M
- Add-ons can be Smaller/Earlier Stage



TRANSACTION STRUCTURE

- Preference for Control
- Private Companies or Divestitures
- Management Buyouts
- Shareholder Liquidity Events



EQUITY STRATEGY

- Enterprise Value: \$50 – \$500M
- Platform Equity Check Range: \$25 – \$250M
- Ample Capital Available for Add-ons
- Low Leverage: ~50 – 70% Equity

CURRENT INVESTMENTS



[VIEW PORTFOLIO](#)

BERTRAM HIGH 5sm



BERTRAM HIGH FIVE

Bertram Capital seeks businesses that align well with the Bertram High 5SM, our proprietary, strategic framework for building businesses and can further benefit from our Bertram Labs technology enablement team.

[LEARN MORE](#)

LEADERSHIP

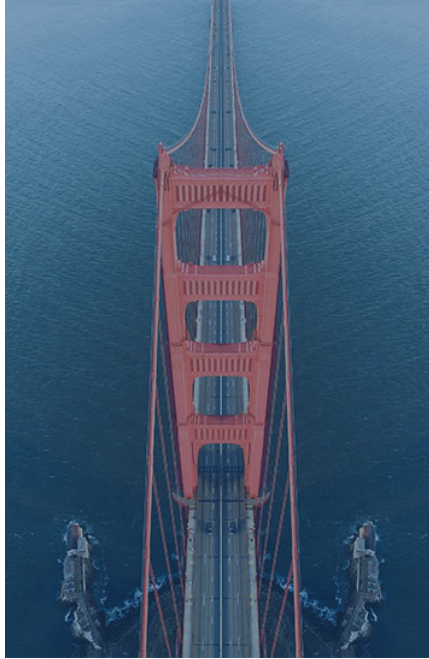




[VIEW TEAM](#)

LOCATION





Bertram Capital
950 Tower Lane, Suite 1000,
Foster City, CA 94404



BERTRAM

Bertram Labs is a team of uniquely skilled product strategists, software engineers, visual designers, online marketers, and social media experts. As a core Bertram function, they attain unparalleled alignment with portfolio companies' interests. This alignment of purpose and depth of experience allows delivery of results superior to those which a portfolio company can otherwise achieve.

[See What Bertram Labs is Working On Now >>](#)



© 2019 Bertram Capital Management, LLC. All Rights Reserved. / [Disclaimer](#)

Bertram Capital Management, LLC

950 Tower Lane, Suite 1000, Foster City, CA 94404

p: [650.358.5000](tel:650.358.5000) | f: [650.358.5001](tel:650.358.5001)