

Software Growth Equity

We invest in **growth**.

WHO WE
ARE

HOW WE
HELP

OUR
PORTFOLIO

About Us

CA focused on minority, majority, and buyout investments in B2B software companies. The firm serves as a catalyst for growth-related initiatives by partnering with management and leveraging its deep enterprise software expertise to deliver meaningful, tangible value. Arrowroot targets initial equity investments in the range of \$5 million to \$25 million, and has the flexibility to pursue larger opportunities as well as a broad range of transaction types. Arrowroot also targets add-on acquisitions for its portfolio companies with a wider range of size and general criteria.







“ The Arrowroot team provided exceptional insight and understanding of the SaaS business model and were instrumental in helping 4tell focus on the key drivers to continue to scale our business and ultimately position us for an exit. ”

JIM KAVANAGH | CEO, 4TELL

Our Approach

Our investments are typically deployed to achieve distinct working capital needs ranging from sales & marketing acceleration, creation and expansion of customer success team, product development acceleration, geographic expansion, & add-on acquisitions.

Arrowroot targets mission-critical B2B software companies with the following characteristics:

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|---|--|---|---|
|  | Mature recurring revenue business models |  | Positioned for accelerated recurring revenue growth |
|  | Proven product-market fit, demonstrated by strong customer retention |  | High renewal rates, typically above 90% |
|  | Experienced and motivated management team |  | Commonly solves a pain-point in workflow, compliance, optimization, infrastructure, and/or security |

Strategic Resources Group

Arrowroot's in-house Strategic Resources Group (SRG) is designed to serve as an extension to our management teams and supplement their domain knowledge,

SALES & MARKETING

HUMAN CAPITAL &
RECRUITING

TECHNOLOGY & OPERATIONS

CUSTOMER SUCCESS

M&A AND BUSINESS DEVELOPMENT

Our flexible investment mandate allows for a broad variety of transaction types:



Primary growth
equity investments



Growth-oriented
management buyouts



Corporate carve-outs



Liquidity for founders,
management, and/or
previous investors

Add-on acquisitions

Interested in joining Arrowroot?

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