

Approach (<http://www.rbequity.com/approach/>)

Investment Criteria (<http://www.rbequity.com/investment-criteria/>)

Portfolio (<http://www.rbequity.com/portfolio/>)

Team (<http://www.rbequity.com/team/>)

Growing Exceptional Companies

A UNIQUE APPROACH TO PARTNERING AND INVESTING

CONTINUE ▼

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Rockbridge Growth Equity is a Detroit-based private equity firm with a commitment to helping exceptional companies accelerate growth and build long-term, sustainable value for its stakeholders.

Since 2007, Rockbridge has built a track record of success helping both burgeoning entrepreneurs and established businesses successfully navigate their next stage of growth. We believe in a relationship-based investment perspective that builds lasting strategic partnerships focused on long-term results.

[OUR APPROACH](#)



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Industry Expertise

Rockbridge is uniquely positioned to recognize, analyze, and understand the businesses we partner with through our previous investments in these key sectors. Our agile structure and vast network of resources allows us to move quickly in order to capitalize on any and all investment opportunities.

HOW WE WORK	
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Business Services

Consumer Services

Financial Services /

Technology

Media & Marketing Services

Internet & Software

Sports & Entertainment

Lasting Brand Impressions

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GSTV is a data-driven, national video network delivering targeted audiences at scale across tens of thousands of fuel retailers. While offering consumers entertaining and informative content, GSTV

"The Rockbridge partnership has allowed Connect America to achieve unparalleled success in the industry by helping to create a truly scalable and technology-enabled operational infrastructure."

01

02

03

Ken Gross, Founder & Executive Chairman

Connect America

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OUR CULTURE

Success Built on Teamwork

Rockbridge's long-term success is a credit to our greatest asset: our people. We are a partnership of equals where every investor, employee, and company is part of our family.

[MEET THE TEAM](#)



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Let's Build Something Great

CONTACT ROCKBRIDGE

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