

WE CREATE VALUE
BY CONNECTING
PEOPLE & IDEAS
— TO MAKE A —
DIFFERENCE



100%

Our Approach

Operator Focused

We invest like it was done in the early days of growth equity. Our approach is smaller fund, fewer companies, and high levels of collaboration between experienced operators and entrepreneurs. We understand the journey yields bumps and bruises – heck, we’ve had a few ourselves. But we’ve learned this journey is most fruitful when partnered with like-

Demand-Driven

We focus on demand first. We don’t just invest in an idea. We invest in proven and innovative technologies, products, and services that serve existing, unmet needs in the marketplace. It helps us sleep at night knowing that the companies we back are being pulled into the market, rather than enduring the uphill battle of trying to create demand. Sure we provide

minded people that share an obsession with a given product or service. We love to bring together people fueled by an entrepreneurial spirit, innovative thinking, and a drive for success.

capital. But we also provide wisdom that comes from experience, strategic industry relationships, and operational expertise to propel companies with proven and quantifiable demand into their next stage of growth.

We also believe that companies built on a strong purpose with deep rooted core values outperform those that lack an understanding of what makes them special and the definitive difference they want to make in the world.

Our approach is simple: invest in companies with people worth investing in.

Our purpose is clear: create value by connecting people and ideas to make a difference.

Let's travel a NewRoad, together.

Our Strategy

First and foremost, we partner with people – not ideas. We like founder-owned businesses with strong management teams and extensively proven demand-driven business models. We prefer to be the first institutional growth capital and love bootstrapped models that are primed for rapid growth. We particularly like businesses that have an emotional as well as a functional connection with the customer.



100%



Our Companies

100%

- ALL
- EXIT
- FUND 1
- FUND 2
- INCUBATED





What We Believe In

The Entrepreneurial Spirit

Northwest Arkansas has a wonderful history, a story built on entrepreneurs. People who dreamed it then built it. Companies that ended up making a big difference in the lives of people. We are a product of this spirit; it's in our blood.

Companies Built on Purpose

Each company we work with will have a set of core values and a defined purpose. Values are "what we believe" and they guide our behaviors. Purpose is "why we exist - the definitive difference we will make in the world." They are the foundation for building enterprises worth building.

Thoughtful Interaction

The world can be a crazy, hectic place, full of emails and sound bites. In a world where everyone says you "gotta go fast," it's time to slow down and engage in a more thoughtful way. Real discussions - face to face.

Humility

We believe our past experiences can be used to help others as they reach out to create their own goals. As always, we will continue to learn as we go. If we ever get it all figured out, we'll let you know. But don't hold your breath.

Doing What's Right

Pretty simple. Treat others as you want to be treated. Empower our people to make a difference, do our best every day and operate on a foundation of ethical behaviors. Enough said.

Our Team



Jeremy Wilson
Managing Partner



Clete Brewer
Managing Partner



Doug Degn
Partner



Chris Ladd
Managing Director



Satoko Kato
General Counsel



Keith Carvin
Chief Financial Officer



Jeff Montie
Operating Partner



Chris Sultemeier
Operating Partner



Jeff Montie
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Chris Sultemeier
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**Gregory H. Bledsoe, MD,
MPH**
Operating Partner



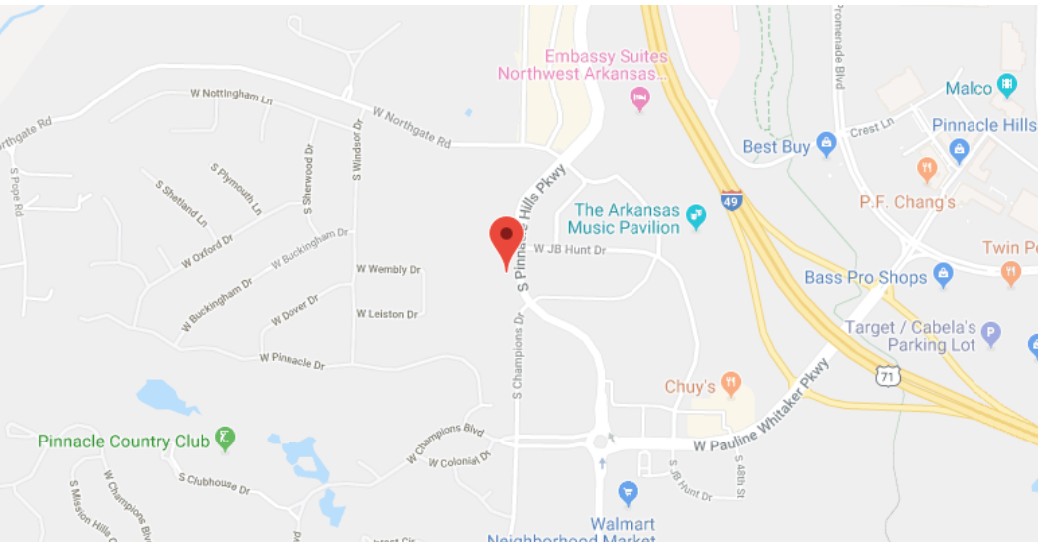
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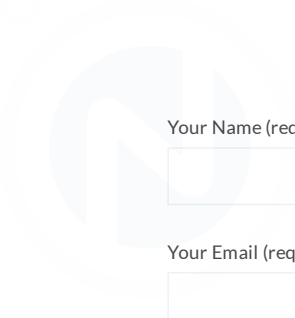
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