Finding the companies is easy. Getting the owner on your calendar is not. That is what we do.

A list gives you a company and an email. We give you the owner of that company on your calendar, having already said yes to the call.

We find the founder owned companies in your buy box, reach the owners under your firm's name, qualify them, and book them. The market map is yours to keep.

Flat monthly fee. Never a success fee or a share of the deal. We run as your origination desk, under your firm's name. Your mandate and nobody else's.

WHY FIRMS CALL US

A lower middle market firm sees about one in five of the deals in its own market. The rest go to whoever spoke to the owner first.

Your team has day jobs. Nobody has time to reach two thousand owners, or to make the fourth and fifth touch.

WHAT LANDS ON YOUR CALENDAR

A qualified owner conversation. All five are true:

- The owner, or the controlling family member.
- A company inside your written buy box.
- Revenue and EBITDA range confirmed to us.
- No banker and no sponsor involved.
- A time on your calendar the owner agreed to.

Before each call, a one page brief: the company, why it fits, the owner, and what they said.

HOW IT WORKS

1
Box session

Thirty minutes on your buy box: sectors, size, geography, ownership, the automatic no's.

2
Map

Every company in your box, built from primary records. Owners named. Ownership checked by hand.

3
Count

We tell you how many owners we can reach. The floor goes in writing here.

4
Reach

Email, LinkedIn and text message, under your name. Every message names a reason to talk, in your voice, signed off by you once.

5
Qualify

A short call with the owner: fit, size, no banker, timing.

6
Book

Onto your calendar, brief sent two days before.

If an owner is not ready to talk to your firm yet, we put them in a nurture file and stay in touch, if you want that. You are the first call when they are ready.

Nothing for you to run. We are your origination desk, under your firm's name. You take the calls.

WHO IS BEHIND THIS

32 plus
lower middle market PE firms

50 plus
B2B companies

Thousands
of meetings booked

BRINKS · Oyster · Origin · hiline · finimize · Tearsheet · Energea

THE NINETY DAY PILOT

Weeks 1 to 3	Box, map, count, domains and copy approved.
Week 4	Outreach live.
Weeks 5 to 6	First qualified conversations.

A floor of conversations, set in writing after the count. Miss it and we keep working at no charge for up to sixty more days.

A written report every Monday. A bad week is said in the first line.

Everything is yours: the market map, the owner file, every note, the nurture file. Around day 75 you decide to continue or stop. Most firms continue month to month at a flat fee.

THE PRICE

Pilots start at $5K a month.

The exact number depends on the size of your buy box. Flat, agreed on the call.

Never a success fee, never a percentage of a deal, never carry. We are not a broker dealer. One firm per buy box per sector.

NEXT STEP

Book thirty minutes and bring your buy box. Within a week we send you a first count of your market: how many companies fit, how many owners we can name, and three we would write to first. No charge. If it is not worth running, we say so.

Book the call

calendly.com/d/dz2z-t4d-czm/deal-origination

The questions partners ask us

Asked on our calls with PE firms. Answered plainly.

Isn't this just a list?

No. The list is where we start. You pay for owners who fit, on your calendar, with a brief. The list comes with it and you keep it.

Why a flat fee and not a success fee?

Three reasons. A success fee on an acquisition needs a broker dealer licence. We do not hold one, your counsel will flag it, and that puts the deal at risk.

A success fee also pays a vendor to send you anything that might close. A flat fee pays us only for owners who fit.

And buy side brokers charge a retainer plus a percentage on close. We charge the retainer and nothing on close.

Are you a broker?

No. We do not represent sellers, value companies or negotiate. We open the door. You walk through it.

How many firms do you work with at once?

Few. One firm per buy box per sector. Your box is not run for anyone else.

Is this people or software? Do you cold call?

People. A person checks every target, writes every message, works every reply and runs the qualifying call. Software keeps the log. We do not cold call owners. We write first and call the ones who reply.

Isn't this just mass email to founders?

No. Every message names the company and a reason we wrote now: a partner exit, a facility change, an owner past sixty with no successor. Owners reply because it is about them.

How do you find companies we cannot?

We start from primary records: state filings, UCC filings, trade directories. Never a bought database. Then we check who owns each one by hand. We get there before a banker does.

How do you know a company fits our size?

Every target carries a revenue and EBITDA estimate with the reason written down. Example: “sized from a 140,000 square foot plant and 90 staff”. We check ownership again within three days of any send.

What if you miss the floor?

The floor covers the ninety days and goes in writing after we count your market. Miss it and we keep working at no charge for up to sixty more days. If your market is too small, we say so at the count.

Whose name is on the outreach?

Yours, on domains set up for it. Or ours, if you prefer. You sign off the copy once. You can pull any company or sector at any time.

We have brokers and an associate. Will this clash?

No. They keep their pipelines. Anything you name goes on the exclusion list before we send. We cover the founders nobody has time to reach.

We can only take one or two conversations a month.

Good. We would rather book two owners who fit than ten who do not. The rest wait in the nurture file until you are ready.

Why this and not another associate?

Faster: owner conversations in six weeks, not months. Less to lose: flat fee, floor in writing, you keep everything. Hands off: we run the desk, you take the calls.

What do we keep if we stop?

Everything. Every company, every owner, every note, the nurture file.

ANYTHING ELSE, BRING IT TO THE CALL

Thirty minutes, your buy box, and any question you have. Within a week we send your first market count. No charge.

Book the call

calendly.com/d/dz2z-t4d-czm/deal-origination