

# Impact Capital Group

## Unlocking Growth and Exit Opportunities for Lower Middle Market Businesses

In the dynamic business realm, making prudent decisions on mergers and acquisitions (M&A) is crucial to define a company's growth trajectory. Often during M&A transactions, companies find themselves at a crossroads while navigating complex financial terrain marked by rising costs and market volatility. They require expert guidance to unlock growth and exit opportunities and achieve strategic milestones.

Impact Capital Group Inc. (ICG), a professional M&A transaction, business valuation and strategic advisory firm, guides companies across sectors through volatile market conditions to enable them to succeed in their corporate equity transactions. ([www.ImpactCapitalGroup.com](http://www.ImpactCapitalGroup.com))

The firm functions as a full-service investment bank for business owners and entrepreneurs in the lower middle market. Primarily focused on sell-side exits, capital raising, and business valuation, ICG's expertise is in developing optimized corporate transactions. Its consulting services encompass options analysis, impact scoring, buy-side, and related assignments.



David Ring, Managing Director   Amy Tzagournis, Managing Director   Kristopher Prakash, Managing Director   Michael Cohen, Managing Director

ICG differentiates itself by implementing proactive and well-designed plans to maximize price, optimize terms, and achieve the best scenario for its clients in M&A transactions.

"We don't just offer solutions; we craft bespoke transaction strategies that align seamlessly with the unique growth trajectories of businesses," says Michael Cohen, founder and CEO of Impact Capital Group.

Its services extend to companies with capital raises ranging from \$5 to \$100 million and sell-side equity transactions tailored for businesses with an EBITDA of \$2 to 20 million.

The firm's diverse clientele spans domains like technology, manufacturing, aerospace, energy, software, SaaS, fintech, and consumer products. A focus area also includes the impact sector involving industries like green energy, sustainable farming, agriculture, and agricultural technologies, where ESG considerations play a crucial role alongside financial returns.

ICG stands out through a commitment to personalized service, ensuring that its team is deeply engaged in each M&A transaction. Managing directors ensure their presence at every call and meeting,

offering around-the-clock availability. Staff members are FINRA registered representatives[1], underscoring the firm's results-oriented approach.

Adopting a client-centric approach, ICG deeply understands each client's strengths, achievements, and sector advantages. It focuses on creating demand for client equity in transaction scenarios. The firm identifies potential investors or buyers, delivers compelling information, and guides them toward recognizing the value of investing or acquiring equity in the specific client. It also participates in the transaction closure process, providing guidance and business advice and facilitating due diligence for clients.

The overarching goal is to bring parties together in a transaction. In pursuit of this goal, ICG engages clients with perceptive questions, leading them to gain valuable insights into their own business within the broader market context. It concurrently educates buyers or investors, guiding them toward making the right investment decisions.



We don't merely offer M&A solutions; we craft bespoke transaction strategies that align seamlessly with the distinct growth trajectories of businesses

Staying attuned to the distinct preferences of buyers and investors, ICG customizes its outreach strategy based on the latest market information. Leveraging its consistent presence in the business ecosystem, it remains well-informed about current events, enabling it to share insights with its clients and other parties.

A notable success in ICG's track record is a services company consolidating small plastic surgery offices that was seeking a \$6 million growth equity capital raise. Ultimately, the company successfully secured \$13 million of debt and equity, and a commitment for an additional \$20 million to further support its growth.

In another completed M&A transaction, ICG orchestrated the sale of a medical services billing company just before a substantial upswing in its growth. The strategic sale structure included a significant performance-based earn-out, allowing additional benefits for the prior angel investors and founders.

Driven by the objective of empowering lower middle market businesses, ICG emerges as the preferred partner for unlocking growth opportunities. Offering tailored solutions, personalized service, and a success-oriented approach, it navigates market complexities with resilience, achieving remarkable success in M&A transactions for its clients. **fs**

[1] Securities administered through Hamilton Grant LLC, Member FINRA and SIPC. Impact Capital Group and Hamilton Grant are unaffiliated entities.

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*The annual listing of 10 companies that are at the forefront of providing  
Financial Transaction Advisory services and impacting the marketplace*