



Partnering to create long term value

Our Mission

Heron Capital Equity Partners (Heron) is an independent private investment firm with a focus on people, not numbers. We are not private equity. Rather, we are entrepreneurs and business owners that take the long view, with a tailored approach that fits each unique company.

Why Choose Heron?

Broad Experience

The Heron team members each have decades of experience in the management and support of a wide variety of companies in various industries. We are experienced entrepreneurs who know what it is like to grow companies to their potential.

Unique Approach

Heron does not employ a traditional fund structure; rather, we leverage our own money to invest in and acquire private companies. As such, Heron is not shackled by traditional fund investment parameters and is free to hold and operate its companies for as long as necessary to maximize value for all stakeholders. We are focused on the long-term growth of our partner companies, both organically and through acquisition.

Partnership

Our managers are our partners; we work hand in hand to set the strategic path, overcome the inevitable obstacles and make the necessary pivots to achieve superior results.

Our Motivation

We enjoy the privilege and responsibility of working with passionate, capable, entrepreneurial teams to help them achieve their full potential. We gain satisfaction from solving problems and adding value. We strive to create an environment where motivated employees are excited to come to work each day.

Heron exists to make a difference through the impact we have on our partners, employees, and customers.



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The Right Match

Heron seeks new acquisitions with the following characteristics:

- Great people
- Any industry except retail
- U.S. headquarters, preferably Midwest
- Ability to be differentiated in the marketplace
- Fully burdened gross margin potential of 35% or greater
- Earnings of up to \$4,000,000

Additionally, Heron seeks add-on acquisitions with the following additional attributes:

- Suppliers, contract manufacturers and/or service providers to the orthopedic industry
- Profitable, with no minimum EBITDA

The Heron Team



Greg Maurer
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Kevin Etzkorn
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Our Values

- Communication: open, honest and timely
- Leadership: humble and servant
- Vision: the long view
- Respect: always

Contact Us To Learn More

Please visit our website to learn more. If you think Heron Capital is the partner for you, call or email us.

www.heroncap.com
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