



Propelling Companies to their Full Potential

Propel Equity is a people-oriented investment firm that partners with owners and management teams to execute transformational growth strategies. We provide the experience, resources, and patient capital to help lower-middle market companies reach their full potential.

We Bring Deep Investing Experience

- Our founders bring over 30 years of experience partnering with lower-middle market companies to accelerate growth. We have completed over 200 investments across our Core Sectors.

We Believe in Shared Success

- What's good for us, should be good for all stakeholders. Alignment improves teamwork, focus and outcomes.

We Prioritize Employees & Culture

- Employees are a company's most valuable asset and culture is the foundation for building sustainable market leaders. When companies prioritize employees, employees prioritize customers.

We are Growth Investors

- Our goal is to help our partner companies grow exponentially through investments in infrastructure, organic initiatives, and add-on acquisitions.

Transaction Types:

- Growth Equity
- Recapitalization
- Management Buyout
- Divestiture

Geography:

- Platforms: U.S. + Canada
- Add-ons: Anywhere

Size:

- Platforms: <\$75MM TEV
- Add-ons: Any size

Core Sectors & Sub-Sectors

Business Services

- Tech-Enabled Services
- Commercial Services
- Distribution & Logistics
- Professional Services
- Software as a Service

Industrial

- Engineered Products
- Electronic Components
- Motion & Flow Control
- Industrial Services

Consumer

- Residential Services
- Auto Aftermarket
- Food & Ingredients
- Consumer Products

Medical Technology

- Components & Systems
- Consumables
- Life Science Instruments

Investment Team

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Current Investments



Inv. Date: December 2023
Invests in and builds exceptional home services companies specializing in drain & sewer services.



Inv. Date: July 2022
Designs and manufactures engineered photonics solutions for medical and industrial applications.



Inv. Date: December 2021
Provides data management and performance analytics tools for municipalities and school districts.



Inv. Date: August 2022
Employee experience platform with a focus on benefits, culture, rewards & recognition, and employee engagement.