

CORE FOCUS AREAS

Business Process Consulting

Design and build of core business workflows through process mining, data and enterprise content drivers

Software Services-Led Capabilities

Software engineering, software development lifecycle, reference architecture design

Solutions-Attached Capabilities

e.g., ServiceNow, Salesforce, Microsoft Power/Dynamics, among others

Managed Application & Platform Offerings

Maintenance services, BPaaS, automation solutions

GENE CHAO

Chief Executive Officer



GENE CHAO SELECT PAST EXPERIENCE



OUR THESIS FOR FORMATIVGROUP

- The **number and diversity of applications used by enterprises is increasing**, and most are siloed across discrete business processes, and require continuous alignment and technical integration. **Manual intervention is frequently required** to architect, manage, and extract data for the modern enterprise
- Unlocking data and content is required to enable **dynamic workflow environments** and to leverage emerging technologies such as GenerativeAI, Machine Learning/Reasoning, Process Mining and Business Automation (not just IT)
- Large Consultancies and Software Vendors have been focused on global enterprises who adopt new technologies early, but are not adequately **supporting smaller enterprises** in transformation efforts

FORMATIVGROUP LEADERSHIP AND STRATEGY

- **Gene Chao** has **partnered with Rockbridge Growth Equity to establish FormativGroup**, an enterprise application services and solutions platform focused on enabling clients to achieve their goal of becoming a **modern, digital enterprise**
- In partnership with Rockbridge Growth Equity, FormativGroup will focus on **enhancing client capabilities for core business applications, data & content intelligence, hybrid cloud integrations, and advancing technology add-on solutions** (e.g., GenAI, cybersecurity, analytics, and business process automation)
- We offer founder-owned businesses an **opportunity to be a part of an integrated and competency-based model**, assisting and enabling partner companies to drive market expansion, extend service capabilities, augment talent attraction and retention, and provide back-office support with the goal of accelerating growth

ACQUISITION CRITERIA

Services & Capabilities

- Strategic consulting & design / build
- Data and Artificial Intelligence
- Software development & enterprise application services

Additional Attributes

- Onshore, nearshore & offshore delivery models
- Enterprise & middle market clients
- Differentiated skills inventories

FINANCIALS: TARGET REVENUE GREATER THAN \$5 MILLION AND PROFITABLE

FORMATIVGROUP LEADERSHIP

- Gene Chao has led technology services business units for numerous high performing enterprises, from new ventures to \$30 billion business unit integrations
- Gene has achieved high growth and profitability, both organically and through multiple strategic acquisitions, while maintaining core cultures and fostering entrepreneurial mindsets under his leadership
- For over a decade, Gene has driven adoption of intelligent automation, business process re-engineering, and new technology commercialization across AI and Machine Learning, IT automation, cloud platforming, and modern software development
- Gene understands how a deliberate M&A strategy can enhance core growth, and has the experience of bringing businesses together to create asymmetric upside
- Delivery operations, sales and marketing, and product R&D are all areas where Gene has been able to help partners unlock new growth avenues and drive profitability

Together We Build Distinctive Companies

SELECT TECH-ENABLED SERVICES INVESTMENTS



Digital OOH at Point of Care



Emergency Communication



Marketing Software & Services



Digital Marketing Services



E-commerce Platform



E-commerce Marketing



Digital Retail Media

WHO WE ARE

- Partnership-driven middle market PE firm
- Affiliate relationship with Dan Gilbert, Rocket Mortgage and the 100+ Rock Family of Companies ("FOC")
- Midwest values with patient capital base
- \$1.7 billion in regulatory assets under management as of December 31, 2023

TARGET COMPANIES

- EBITDA of \$5 million to \$25 million (>\$500K for a buy-and-build strategy like FormativGroup)
- Growth-oriented service and technology companies
- Headquartered in North America

INVESTMENT STRUCTURE

- Equity investments of \$20 million to \$100 million per platform
- Leveraged buyouts, recapitalizations, growth equity
- Majority or shared control transactions

SECTORS OF FOCUS

- IT Services
- Digital Media
- Marketing Services & E-Commerce
- Financial Services and Technology

SENIOR INVESTMENT TEAM

Ziv Weizman, Partner - ZivWeizman@rbequity.com

Clay Behrman, Vice President - ClayBehrman@rbequity.com

Tony Pulice, Industry Advisor - TonyPulice@rbequity.com