



Welcome! Thank you for your interest in the Ziegler Link•age Longevity Fund, GP (the “Fund”). All of us at the Fund are committed to both helping great companies grow and to helping the aging services marketplace by helping services and products reach that marketplace as efficiently as possible. Our limited partner investors represent over 600 senior living communities and home health care organizations and collectively we possess a deep knowledge of the senior living industry. As such our expertise in this field can be of tremendous value to entrepreneurs looking to expand their business in this sector.

As investors, we focus on both the financial return that our investment can achieve, but also the importance of our investment in furthering our marketplace goals. We are looking for growth companies with an existing product and some market exposure. Our portfolio companies provide products, services or technologies to the “longevity economy.” Generally, our investment process consists of the following steps:

1. Initial Review of Business Plan
2. Discussion with Owners
3. Determination of Proper Form and Structure of Investment or Relationship.
4. Economic Proposal From Linkage Ventures
5. Preliminary Due Diligence, including site visit
6. Term Sheet / LOI
7. Due Diligence
8. Definitive Agreement Documentation
9. Closing

If you are interested in having us consider an investment in your company, please feel free to submit to us a Business Plan or other documentation that describes the opportunity. Please make sure that the Business Plan or other documentation contains the following information:

- 1. Investment size and structure requested**
- 2. Description of the product or service**
- 3. Brief history of the company**
- 4. Business and marketing strategy**
- 5. Analysis of the market and the competition**
- 6. Full resumés of key management (highlighting industry and market expertise)**
- 7. Current financial statements, projections and capital tables.**

Your submission should be a working document for the company, used in long-term planning, and not simply a sales tool for fund-raising.

In particular, the Fund has a preference for companies with a large addressable market and passionate and innovative team members. The Fund also values the following areas:

- **Founding Team - While the management team does not need to be complete, the founders need to be smart, committed and resourceful individuals who have a passion about their business.**
- **Market – Size and Growth Rate**
- **Product/Service**
- **Business Model – High Sustainable Gross Margins**
- **Competition - Entrepreneurs need to display a fundamental and detailed understanding of the competitive matrix in which their business operates.**
- **Exit Strategy**

The business must have at least one viable exit strategy that can be articulated by the Founders and understood within the context of today's (and tomorrow's) market.

We look forward to hearing from you! Please submit your information to:

jhopper@linkageconnect.com

Thank you,

John Hopper, Chief Investment Officer
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Neil Borg, Chief Strategy Officer
nborg@ziegler.com

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Note: We do not sign NDAs. We receive so many plans each week that if we were to sign every NDA request, we would quickly be swamped with legal documents. Our reputation depends on our professionalism and our ability to maintain the trust of the entrepreneurs with whom we work. We will take care to keep your materials confidential.