



Vitality Capital Mid-Market Fund

Our Goal

We are looking to partner with **mid-sized businesses in Toronto, Canada**, that are well positioned for growth and could utilize our **financial support, guidance, experience and skills**.

Our Approach

We are investing dedicated capital resources and are able to provide business owners with a **flexible transaction**. We deploy capital with a **long-term investment horizon** and place tremendous value on the **growth potential of the core management team**.

Our Culture

We are not just about the business opportunity. We are looking for businesses that are **well run by honest** people. A principled approach to business ultimately plays a very positive role in our decision.

Our Team

We have the support of an **experienced international team of investors, mentors and entrepreneurs** that take an active involvement in any business that they support.

We partner with...

- Outstanding management teams requiring financial support, strategic guidance and supplemental skills to build industry leading companies.
- Owners of high growth businesses that are seeking new capital alongside the introduction of experience in day-to-day management and strategic leadership.
- Business owners seeking to reduce their daily operating role and exit with an identified successor already in place. A deal with Vitality Capital provides the owner with the continuation of his or her legacy and a dedication to the prosperous future of his or her company, employees, customers, and suppliers.
- Private Equity funds or large corporations looking to carve out non-core or under-performing divisions in a simple flexible transaction.

We are searching the city for businesses that meet our investment guidelines but more importantly those that are a close fit with an **articulated set of values that is consistent with ours**.

Business Criteria

- Culture of honesty and integrity
- Outstanding management team with demonstrated passion, determination and vision to build an industry leading company
- Basic infrastructure in place to scale the business
- Stable employee group with ongoing opportunities for personal growth
- Diverse customer base with high customer retention rates
- High growth potential in the USA
- Sustainable competitive advantage
- Predictable and recurring revenue
- Available opportunity for operational improvements and business upside

Financial Guidelines

- \$500k – \$3 million of annual EBITDA
- \$5 - \$50 million of predictable and recurring annual revenue
- 3+ years of continuous historical profitability
- \$4 - \$30 million in Enterprise Value
- Requiring "growth equity" to support next stages of expansion

Industry Criteria

- Sizeable market growing by a minimum of 10% per annum
- Not overly complex
- Fragmented market
- Barriers to entry
- Resistant to market downturns

ARE YOU AN INTERMEDIARY? – We will pay **competitive referral fees on a deal-by-deal basis**. Please contact us if you have an opportunity that you believe fits our criteria. Vitality Capital and its officers **promise complete confidentiality** when considering your financial information.



Investment Team

The Vitality team is comprised of successful entrepreneurs, operating executives and investors who have skillfully acquired and operated leading companies in a variety of industries. Our team of investors and advisors brings extensive experience managing and successfully growing profitable businesses.

Managing Partner

Gershon Hurwen

Gershon is the founder and President of Vitality Capital. Gershon is a passionate entrepreneur with a combination of 15+ years of entrepreneurial and corporate experience in companies of all sizes in multiple countries. Gershon's qualification as a Chartered Accountant in both Canada and South Africa complements his natural entrepreneurial flair and notable financial literacy. Gershon has a proven track record of delivering stable growth in diversified industries and currently serves as a director of Gowan Property Management Limited, a mid-size multi-family residential apartment owner and manager in Toronto.

Gershon is a 1st generation immigrant to Canada and moved to Toronto in 2008 after a successful career with a Casino investment company in Johannesburg, South Africa.

In addition to holding a senior executive role for 7 years at Combined Metal Industries Inc., one of Canada's leading metal recycling companies, Gershon has been an early stage investor in various industries and remains an active board member of Shift Recycling Inc, CourseBox Inc and Shipfusion.com.

Gershon's extensive operational experience has included periods of excellent mentoring by world-class business executives and great managers. Gershon's tenacity, pursuit of excellence and intellectual curiosity positions him and his team as an excellent partner for their portfolio businesses.

Sector Focus

Business Support Services	Recycling and Waste Management	Real Estate Management	Software	Online Retail and Backend
<ul style="list-style-type: none"> Critical Supply Partners Infrastructure Suppliers and Manufacturers Truck Transport Asset Leasing Rail Fleet Provision & Management 	<ul style="list-style-type: none"> Metal, Electronics, Plastic, Glass, Paper, and Rubber Recycling Waste Management 	<ul style="list-style-type: none"> Management Companies Management Software Outsourced Services Leasing Services 	<ul style="list-style-type: none"> Cloud and SAAS ERP solutions software E-Learning Logistics HR & Talent Management 	<ul style="list-style-type: none"> Warehouse & fulfillment Order Management Growing Retailers Canadian Import/Export facilitation

Excluded Industries

- Primary resource and Extraction Industries
- Forestry and Support Businesses
- Fashion and Design
- Biomed and Biotech
- Bricks and Mortar Retail
- Energy Sector and Support Businesses

Vitality Capital Real Estate Investment Company

In addition to the Mid-Market Fund, Vitality Capital actively leads investment groups in real estate. We pursue opportunities for acquisition of residential, retail, office and industrial real estate in the GTA on behalf of our investors. Visit our website vitalitycapital.ca for further information.

CONTACT

Contact us directly if you would like to explore options with Vitality Capital.

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