



Overview:

Prisma Group is a business development and investment firm located in Raleigh, North Carolina, USA. We work with business owners, leaders, and investors to create Enterprise Value within small and medium-sized private companies. We accomplish this through a suite of services targeted at growing revenues in core / adjacent markets, international expansion as well as acquisition. Moreover, our investment activities marry opportunity with the right set of capital to enable existing companies to reach their next level of performance.

We:

- are pragmatic and straightforward generalists with deep experience in the lower-middle market.
- provide full circle strategy-through-execution capabilities to crystallize go-forward choices, grow revenue streams, improve margins and manage change and transitions.
- have strong international expertise and capabilities including Asia and Europe.
- can augment management teams and assume interim management roles where appropriate.
- connect, where applicable, opportunity to capital, and possess the ability and experience to evaluate, structure, close, monitor and divest control ownership positions on behalf of an investor group.

Key Offerings:

Business Development Services:

- focused on revenue and earnings expansion:

Target situations:

- New strategy formulation for Core & Adjacency Growth
- International Expansion
- Acquisition Growth

Direct Investments:

- focused on ownership transition and change:

Criteria:

- Profitable business with EBITDA > \$1M
- Greater Southeastern US location
- Interest in international activities
- Ability to augment management

Principals:

Alex Schröder has 18 years of entrepreneurial general management experience in various industries. He has held staff, operational and P&L roles, and has worked in start-up, turnaround and growth situations in several countries. His core competence is to strategically shape creation and execution of organizational direction towards transformative change. Mr. Schroder grew up in Belgium, holds an MBA from Harvard Business School and speaks four languages.

Erik Dunk has 19 years of professional experience and has held various financial positions in different industries. He carries significant experience in mergers and acquisitions, direct private equity investing, financing, and strategic consulting. He has served on several boards providing financial and strategic guidance to management teams. Mr. Dunk grew up in Wisconsin and holds an MBA with a specialization in finance from Duke University.

Furthermore, Prisma Group will match client and business needs with the right expertise based on its domestic and international partnership network.

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