

NewOrigin Investments

NEWORIGIN
Investments

NewOrigin Investments is a unique private entrepreneurial investment firm seeking to invest in and grow profitable businesses focused on health, wellness, and ageing among other sectors. We are looking to partner with successful business owners who want to expand their existing platform while providing them with immediate liquidity via a world class network of investors and board members. Our primary focus is to build on the current ownership's legacy by ensuring the continued success of the business, the development of its employees, and the implementation of strategic initiatives to accelerate the business beyond the next level of growth.

Investment Profile

Financial

- Over \$3 million of annual profit
- >15% EBITDA margins
- History of profitability
- Low capital needs
- Not a turnaround situation

Company

- Repeatable revenue
- Demonstrable innovation
- Solid employee relations
- Platform for further growth

Industry

- Health, wellness & aging
- Select B2B software
- Technology infrastructure
- Multi-unit franchisor or franchisees

Owner Seeking

- Control or non-control equity for
 - ✓ Partial liquidity,
 - ✓ Organic growth
 - ✓ Acquisitions
- A strategic partner to ensure ongoing success

NewOrigin Investments was founded in 2023 by Ben Brandes to collaborate with seasoned private equity investors dedicated to unlocking growth potential, fostering innovation, and creating lasting value with founder/management owned businesses. NewOrigin builds value by (i) creating and building on an enthusiastic and motivating culture that drives growth and service initiatives to create strong results, (ii) driving disciplined model execution to improve efficiencies and margins, and (iii) expanding the footprint through a combination of acquisitions and organic sales growth.



Ben Brandes, Partner
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Ben has dedicated his career to identifying and nurturing opportunities that drive sustainable growth and value creation. With an extensive background in private equity, investment banking, business development and entrepreneurship, Ben has assisted private businesses and investment teams across industries, stages of development and geographies.

Ben's roles include leading private equity advisory for CrossCountry Consulting, Accordion and Grant Thornton; running three investment funds where he managed a portfolio of >\$1B of control oriented private equity investments; and investment banking with Prudential Securities and Donaldson Lufkin & Jenrette. Ben has been a board member of numerous private companies and regularly speaks on the topics of private equity, investment strategy, fundraising, and the M&A outlook.

Value Proposition

- NewOrigin is funded by institutional capital partners with expertise in numerous industries providing *maximum flexibility* in investment structuring.
- NewOrigin provides ability for follow on transactions and growth initiatives *without* dilution.
- NewOrigin provides long-term equity capital that *does not* require exit or voting control in many cases.
- NewOrigin's investment returns are driven by business improvements and strategic investments *rather than* cost cuts.
- NewOrigin offers management teams *long-term focus* on organic and acquisition initiatives.
- NewOrigin's network of strategic advisors, specialized consultants, industry experts and other resources to leverage management's skills are *best in class*.

Ben holds an MBA from the University of Chicago Booth School and a BSE from the University of Pennsylvania Wharton School.

We understand what it takes to successfully build and grow a business. At NewOrigin, we build upon the foundation of the business with incredibly careful attention paid to creating additional value for customers, employees, investors, and the community.

✓ **Collaborative and highly accomplished Board Members to add to existing team**

✓ **Strategic Capital Plan to provide immediate liquidity and growth**

✓ **History of success in operations, sales, marketing, and finance**