

Atlanta's  
Technology Executives Roundtable  
March 16, 2021

Post-Pandemic Office –  
How will the workplace evolve?

---

*Please hold until  
the session begins*

TEER | Technology Executives Roundtable



Rob Pinataro

President, Technology  
Executives Roundtable

CEO, Payspan, Inc.

Your Forum

Candid discussion

CEOs, CFOs & Investors

Subject Matter Experts

Complex leadership issues

Share, challenge & test ideas

Technology  
Executives  
Roundtable

**TER**

# Thank you to our generous sponsors

**Arketi Group:** Digital Marketing for B2B tech companies

**Execulinks:** Executive Level Search

**Frazier & Deeter:** Accounting & Advisory

**Morris, Manning & Martin:** Full-service law firm

**Pritchard & Jerden:** Insurance and risk mgmt services

**Truist Bank:** Full service corporate/ investment banking

**Wm Leonard & Company:** Real estate specialists for high  
growth companies

# Zoom Etiquette

- Please mute during presentations.
- Chat if you want to ask a question.
- We are recording for educational purposes; this is not specific legal, accounting or tax advice; consult your advisor



# Five Elms Capital

## Firm Overview

---

Spring 2021

# Five Elms at a Glance

---

## Focus Area

B2B software companies with \$2-20mm in ARR and raising \$5-75mm  
Open to minority and controls deals as well as primary and secondary capital

---

## Experience

Have invested in 45 software companies since firm inception 14 years ago  
Team of 45; unique depth of sourcing & value-add for sub \$1bn fund

---

## Founder Friendly

Culture of friendly intensity, transparency, and fairness  
Don't push portfolio companies to grow at all costs

---

## Strategy

Partner with best-in-class software companies, often in non-traditional capital centers  
Target capital efficient businesses with predictable, sustainable growth

---

## Sourcing & Value Add

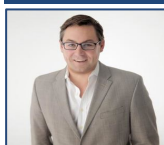
Sourcing: thesis-driven and data-driven models; +10,000 companies targeted annually  
Transformational value-add: go-to-market, hiring, financial infrastructure, geo expansion, M&A

---

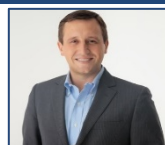
# Five Elms by the Numbers

	Fund I	Fund II	Fund III	Fund IV
FUND SIZE (\$M)	\$21	\$52	\$154	\$330
VINTAGE YEAR	2007	2012	2016	2019
# OF PROFESSIONALS	3	9	25	45

## Investment Committee



Fred Coulson



Joe Onofrio



Ryan Mandl



Thomas  
Kershnik

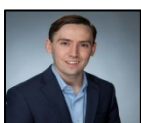
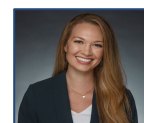
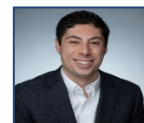


Stephanie  
Schneider

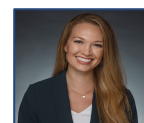
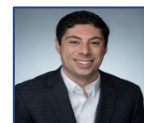


Austin Gideon

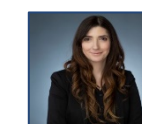
## Investment Team



## Research, Analytics & Sourcing



## Operations & Value Add



# Founding Thesis

---

## Then

---

## Now

---

Built...



... primarily in  
*Silicon Valley*



*...everywhere.*

Sold...



... *face-to-face*



... *online*. The barriers to  
*be global* are gone

Bought...



... IT departments of  
*Fortune 1000*  
*Corporates*



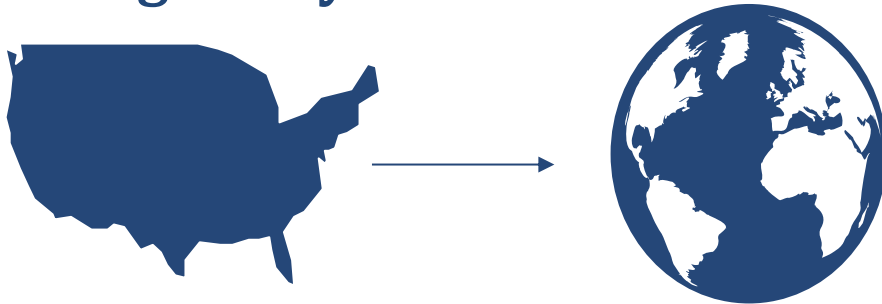
... *business people*  
in all companies

Cloud and mobile have driven down costs while massively  
expanding the market, globally

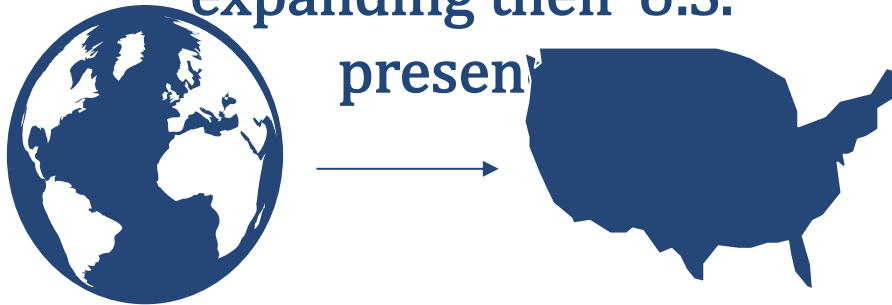


# Geographic, Market, & Customer Expansion

U.S. businesses scaling globally...



...and global businesses expanding their U.S. presence



# Broad Software Experience

---

## VERTICAL APPLICATIONS

*Platforms are getting more and more customized to specific verticals*



## WORKFORCE MANAGEMENT

*Mobile devices allow for management of distributed field workforces*



## DIGITAL CONTENT MANAGEMENT

*The cloud allows for increased sophistication to distribute and control digital content*



## CLOUD DATA / ANALYTICS

*Vertical solutions allow for sophisticated tracking and reporting of data / analytics*



# Culture: Why Entrepreneurs Choose Five Elms

---



## High ROI, Capital Efficient Growth

*We focus on smart growth vs growth at all costs*



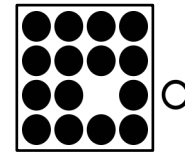
## Cultural Fit

*We help companies disrupt their industries, not their culture*



## We Hustle

*Just like the companies we back, we aren't the incumbent, so we have to work twice as hard and have twice the creativity*



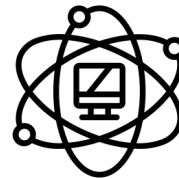
## Liquidity while Maintaining Independence

*Sell your company, not your soul*



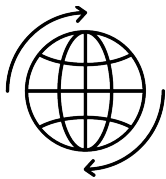
## B2B Software Specialization

*We exclusively invest in B2B software, it's all we do*



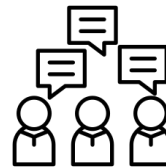
## Value Add from Experience

*Our team is transformational in professionalizing and scaling your business*



## Global Expansion

*Our experience in taking products to new markets drives faster growth*



## Knowledgeable Community

*30+ active software investments with world class teams ready to collaborate*

## 2020 in Review | 4 Liquidity Events

---



IPO (NYSE:SLQT)

*Kansas City & San Francisco*

Comparison shopping for life, auto, home, and senior health insurance



Acquired, Undisclosed Buyer

*Dallas, Texas*

SaaS provider of field management solutions for home service providers



Acquired, Fortinet (NASDAQ:FTNT)

*Chicago, Illinois*

SaaS provider of cloud and hybrid infrastructure monitoring solutions



Acquired, Personify (Pamlico)

*Atlanta, Georgia*

SaaS provider of association management solutions

# 2020 in Review | \$94 Million Invested, 6 New Platforms & 7 Follow-ons

---



*Munich, Germany*

SaaS provider of digital adoption solutions



*Atlanta, Georgia*

SaaS provider of field services solutions for the green industry



*Austin, Texas*

SaaS provider of lead optimization and compliance solutions



*Brisbane, Australia & Los Angeles*

SaaS provider of enterprise brand management solutions



*Melbourne, Australia*

SaaS provider of workforce management solutions



*London, England & New York*

SaaS provider of direct mail and corporate gifting solutions

THANK YOU!



**MODERATOR:**  
**Ronnie Cannon**  
**Managing Director**  
**Wm. Leonard & Co.**



**Karyn Mullins**  
**President**  
**Healthcare Staffing**  
**Technologies**



**John Wichmann**  
**Co-Founder & COO**  
**Maptician**



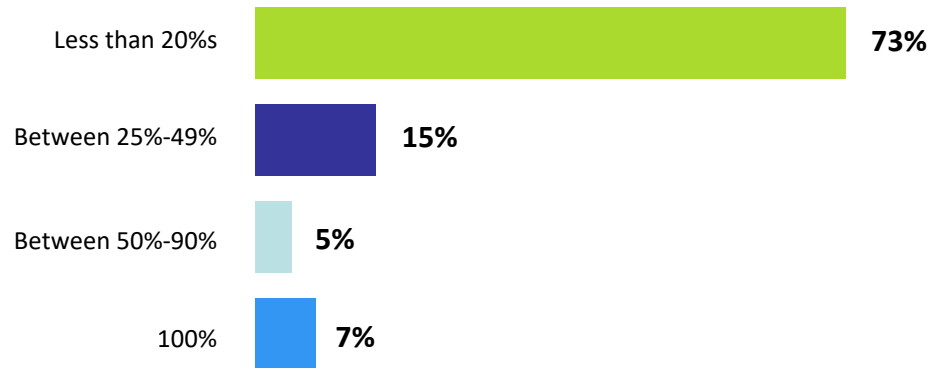
**Ingrid Curtis**  
**COO**  
**Rural Sourcing**



**Liz Brown**  
**VP, Customer**  
**Satisfaction**  
**Brightree**

# Poll 1

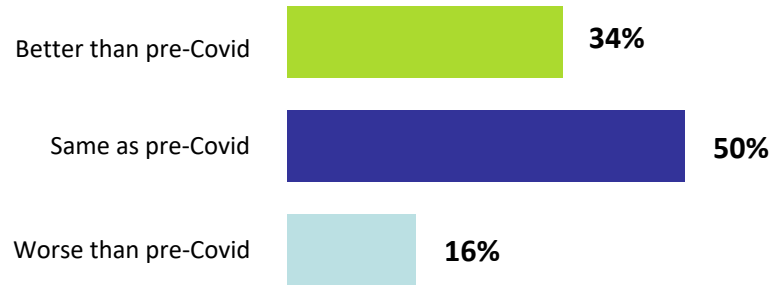
## 1. What percentage of your workforce is back in the office?





# Poll 2

## 1. Rate your company's overall productivity compared to productivity pre-Covid.



# Presenters' Contact Information

---

**Ronnie Cannon**

**Managing Director**

**Wm. Leonard & Co.**

**[Ronnie@wmleonard.com](mailto:Ronnie@wmleonard.com)**

**Karyn Mullins**

**President**

**Healthcare Staffing Technologies**

**[kmullins@hcstaffingtech.com](mailto:kmullins@hcstaffingtech.com)**

**John Wichmann**

**Co-Founder & COO**

**Maptician**

**[john.wichmann@maptician.com](mailto:john.wichmann@maptician.com)**

**Ingrid Curtis**

**COO**

**Rural Sourcing**

**[ingrid.curtis@ruralsourcing.com](mailto:ingrid.curtis@ruralsourcing.com)**

**Liz Brown**

**VP, Customer Satisfaction**

**Brightree**

**[lbrown@brightree.com](mailto:lbrown@brightree.com)**

**Please join our  
April Virtual  
Meeting**

**International Expansion – Where to  
Open Your International Office  
in 2021**

**April 20, 2021**

## UPCOMING TER EVENTS

**May 18, 2021**

***Atlanta Technology Executives Compensation Findings***

**June 15, 2021**

***ALL STAR SALES PANEL:***

***TOP 10 KEYS TO MARKETING & SELLING EFFECTIVELY  
IN THE LOWER TERM VIRTUAL WORLD***

**Please stay after  
for**

**Q&A  
with today's Speakers**

**TER** | Technology  
| Executives  
| Roundtable