

## QUESTION OF THE DAY

**What are the most important assets to your organization and are you doing enough to protect them from cyber incidents?**

**TIER**

Technology  
Executives  
Roundtable

September 2022

# Atlanta Technology Executives Roundtable

## Cybersecurity – The Cost Of Doing Business

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*Please hold until  
the session begins*

TEER | Technology  
Executives  
Roundtable



# David Brinkman

President 2022

Technology Executives Roundtable

Founder & CEO, CAMDA Investments

**Your Forum**

**Candid discussion**

**CEOs, CFOs & Investors**

**Subject Matter Experts**

**Complex leadership issues**

**Share, challenge & test ideas**

# ZOOM Etiquette

- “Pin” the TER video box on your Zoom feed
- Please mute audio/video 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

# Thank you to our generous ATL sponsors

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

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## SPONSORS



Please join our first  
Technology Executives Roundtable Workshop on

# **NEW SELLING STRATEGIES FOR FAST GROWING TECH COMPANIES,**

featuring Dr. Stephen Timme, President  
and Melody Astley, Chief Revenue Office of  
FinListics Solutions.

**Who should attend** – VP Sales, CRO,  
Director, Sales of fast growing tech companies.

**Workshop via Zoom**  
September 26<sup>th</sup>, 4:30-6:00pm







RECURRING.CAPITAL  
PARTNERS

# Structured Growth Capital for Software-as-a-Service Companies

CONFIDENTIAL



# Firm Overview

Recurring Capital Partners specializes in debt and structured equity capital for SaaS companies

## Recurring Capital Overview

- Founded in 2015 by industry veteran, Brian Henley
- Invested \$189 million across 42 companies in six years
- Originated 101 loans to 38 borrowers since inception
- Investing out of Recurring Capital Fund III and RC Structured Investments I



## Investment Focus

- Provide growth capital to predictable recurring revenue businesses between \$4 and \$20 million of ARR
- Customer Retention and capital efficiency are most critical metrics for underwriting
- Common use of proceeds include:
  - Delay equity financing (dilution) while valuation appreciates
  - Final push to a liquidity event
  - Prove new growth initiative

*Recurring Capital Partners specializes in debt and structured equity capital for SaaS companies*

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## Debt

- \$1-\$15 million investment size
- 50-100% of ARR in total debt capacity
- Simple Term Loan Structure - 18-24 months interest only; 4 year term
- 10-12% floating interest rates
- Warrant or success fee tied to successful exit
- Simple Covenants: Minimum liquidity and ARR
- Will subordinated to a bank line of credit (no change in bank required)

## Equity

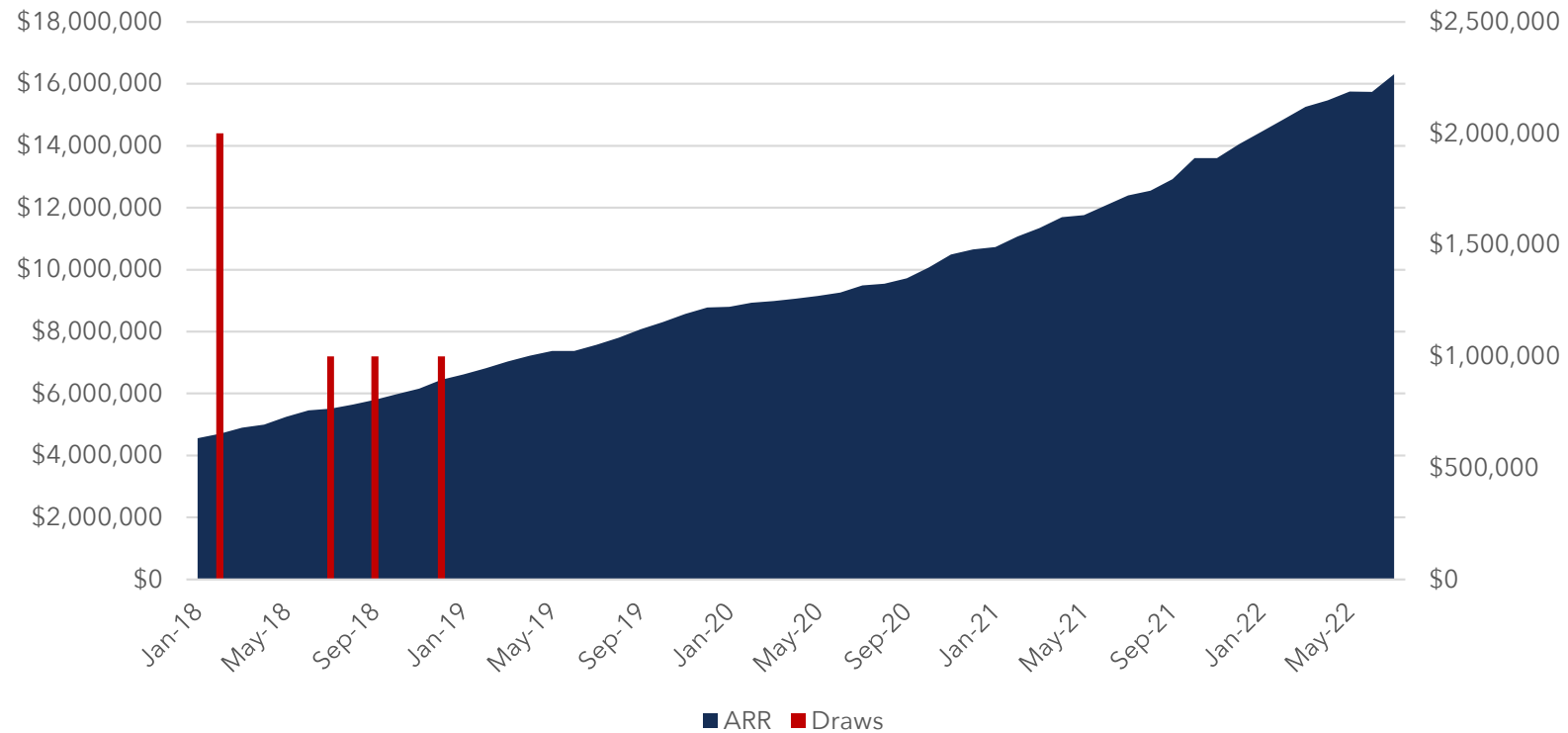
- Participate alongside existing investors in inside round
- Structured equity with capped upside

# Delayed Draw Term Loan

Capital Efficient Financing

- Layer capital in over time as needed. Reduces total interest cost.
- Portfolio Case Study:
  - Flexible draws during re-tool of go-to-market strategy.
  - Grew ARR from \$5 million to \$15 million without selling any equity

\$5.0 million Delayed Draw Term Loan



# RC Structured Investments

*A compelling financing product between debt and equity*

## Debt

- Most senior priority
- Secured against assets of the borrowers
- Least expensive
- Current pay, covenants

## Structured Equity

- Senior-most equity
- No payments, covenants
- No valuation set
- Structure capped return - Target 1.5-2X Return
- Limited duration (2-3 years)
- Negative covenants - (i.e. additional debt)

## Preferred/ Common Equity

- Lowest priority, highest upside
- Broad governance implications and board seats
- Approvals on exit
- Uncapped upside - Target 4X+ Return



# Realize Material Truth™ with **Verusen**

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The **simplest** way to manage materials across your network



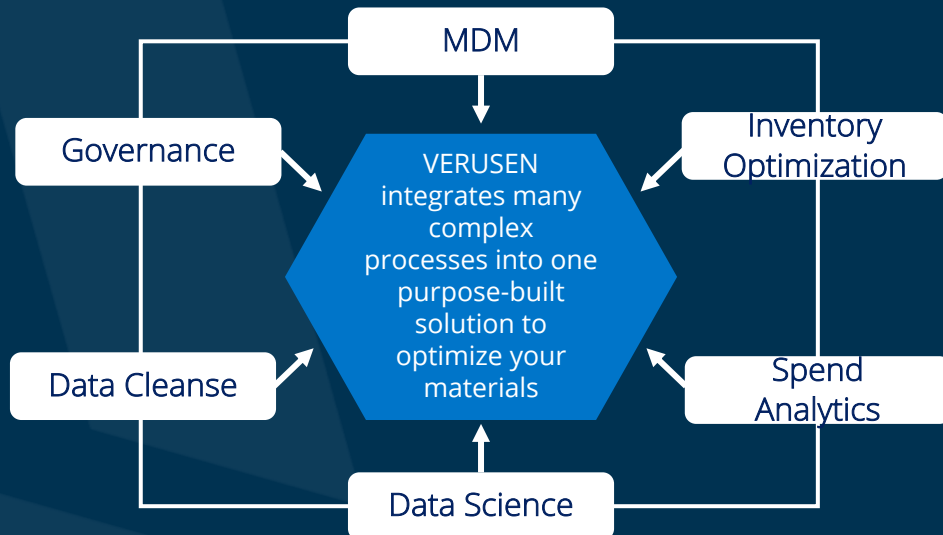


# Purpose-built SaaS Platform for materials

## Verusen's Material Truth™



Material Truth™ - Giving you trust you will have the material you need, where you need it and when you need it, for the **perfect balance of capital and risk**



### System & Vertical Agnostic



ORACLE



# What makes Verusen different?



**Material Truth™**



**Simple**



**Configurable**



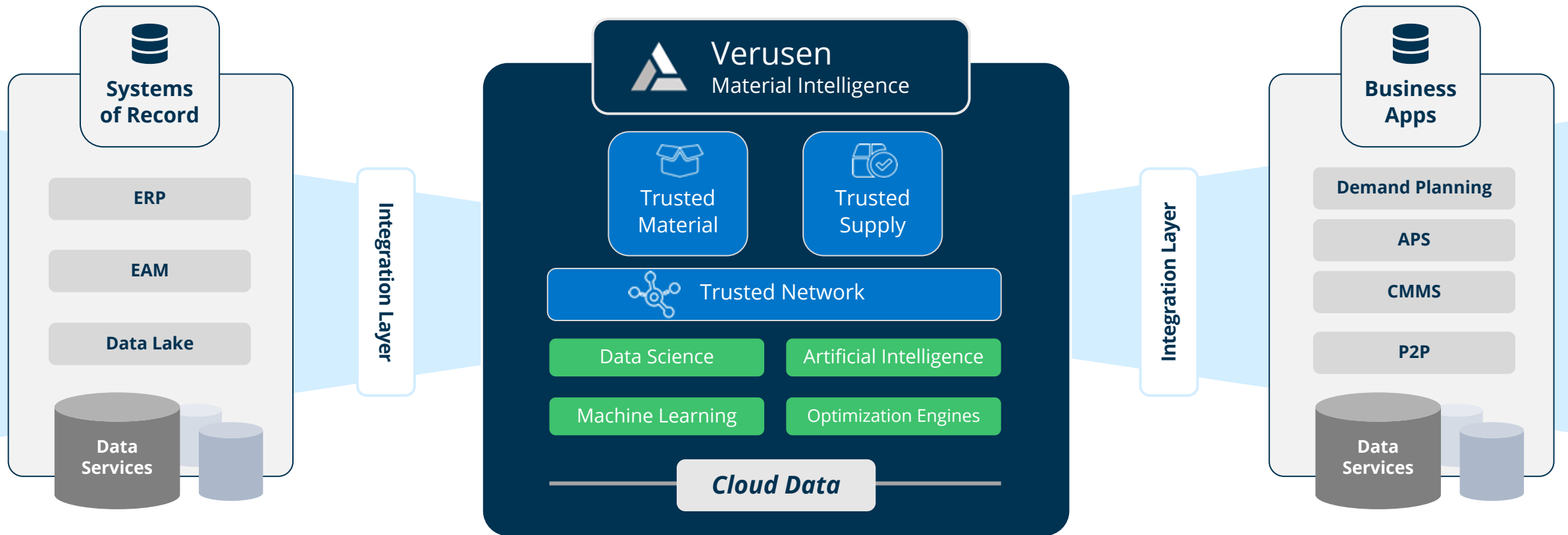
**Sustainable**

- NO data cleansing or prep
- Unlimited Virtual Networks & Scenario Modeling
- Low effort implementation








- Create "ONE" view across the enterprise
- Centralized or Decentralized decision support
- Data + Human Knowledge

- Deep Learning sustains & executes results
- Scale knowledge transfer across functions
- Eliminates wasteful excess & obsolescence

# High value, low effort, low risk solution to enhance current and future technology initiatives



# The Verusen Comparison

	 VERUSEN	Legacy Approaches
 Simplicity	1 Platform	5 – 7 Projects
 Time to Value	90 Days	24+ Months
 Kick-off Length	30 Days	6+ Months
 Internal Resources	2 – 3 Resources 2- 4 hours / week	5+ Resources 30+ hours / week
 Profitability (3-Year NPV)	6-8X	2.5X
 Scalability	Unlimited Seats, Unlimited Locations	User based pricing + implementation services



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Thank you!

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# Panelists



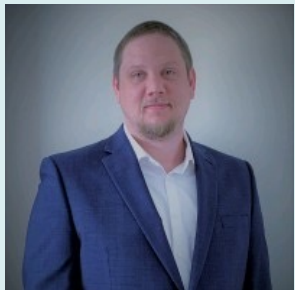
**MODERATOR**  
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Partner  
*Sterling Seacrest  
Pritchard*



**Travis Whitmill**  
Broker | Executive  
Professional Practice Group  
*CRC*



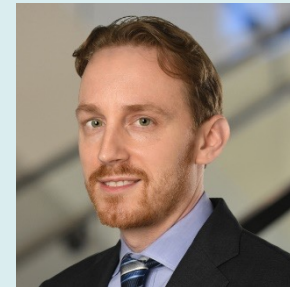
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**Michael Young**  
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PLEASE  
STAY AFTER FOR  
  
Q&A  
with today's panelists

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Please join our  
October Meeting  
(in-person or virtual)

**“Why Inclusive Culture is Imperative for  
Every Technology Company”**

**October 11, 2022**

**TIER** | Technology  
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