

July 2023

Atlanta's Technology Executives Roundtable

Today's program presented by
Corps Team & Morris Manning Martin

Anatomy of a Successful Deal: How We Sold Our Tech Companies (and 10 Critical Steps to Success)

*Please hold until
the session begins*

TEER | Technology Executives Roundtable



John Wichmann

Incoming President 2023

Technology Executives Roundtable

Founder & CEO, Gather Sciences

Your Forum

Candid discussion

CEOs, CFOs, CTOs & Investors

Subject Matter Experts

Complex leadership issues

Share, challenge & test ideas

Thank you to our ATL Sponsors

Today's Hosting Sponsor



Professional staffing
and recruitment agency

Today's Hosting Sponsor



Full-service law firm



Real estate advisors for
high growth companies



Digital marketing for
B2B tech companies



On-demand product design
and software engineering



Accounting & advisory



Insurance and risk
management services



Global reach
Local knowledge

Administrative services that
help clients invest & operate
around the world



Full service corporate/
investment banking

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

Executives
Roundtable

Featured Fund & Company

Fund of the Month

Kayne Partners

Rob Shilton
Managing Director
Jason Kidwell
Growth Capital Investor

Company of the Month



Alex Saladna
Co-Founder/CEO



SPONSORS



Executives
Roundtable

KAYNE ANDERSON CAPITAL ADVISORS

Growth Capital

Second Quarter 2023

A leading alternative investment manager since 1984

COMMON PHILOSOPHY | SHARED RESOURCES | NICHE EXPERTISE

Kayne Partners Growth Capital

Platform overview

Disciplined stage-specific technology investors with extensive resources and expertise in six core verticals within the lower middle market



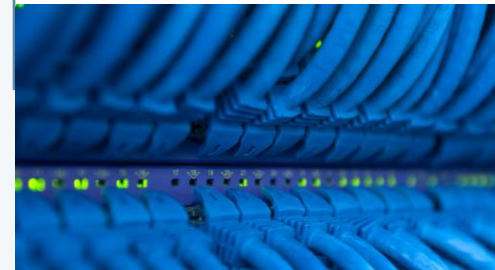
Growth Equity

- Investing in privately held, high-growth, mission critical B2B software companies with world-class Fortune 500 & SMB customers
- Closed-end Funds
- Invest \$10 - \$50 million per platform for typically 10-45% ownership
- Preferred Equity & Debt with Warrant structures



Growth Credit

- Investing in privately held, high-growth, mission critical B2B software companies with world-class Fortune 500 & SMB customers
- Closed-end Fund
- Invested \$10 – \$30 million per platform
- Senior or Junior debt, Convertible debt, Structured debt or Debt with Warrant structures



1. As of March 31, 2023.

Kayne Partners Growth Capital Team



Nishita Cummings¹
Managing Partner
Co-Head of Growth Capital
Co-Portfolio Manager
Tenure at Kayne: 15 years



Nate Locke¹
Managing Partner
Co-Head of Growth Capital
Co-Portfolio Manager
Tenure at Kayne: 15 years



Leon Chen¹
Managing Partner
Tenure at Kayne: 11 years



Dave Walsh¹
Partner
Tenure at Kayne: 13 years



Rob Shilton
Managing Director
Tenure at Kayne: 10 years



Andrew DeYoung
Managing Director
Business Dev.
Tenure at Kayne: 10 years



Billy O'Grady
Managing Director
Credit
Tenure at Kayne: 1 year



Jackie Berris
Vice President
Tenure at Kayne: 1 year



Ronald Pierre
Vice President
Operations
Tenure at Kayne: 1 year



Sean Cooley
Senior Associate
Tenure at Kayne: 1 year



Laura Mason
Senior Associate
Tenure at Kayne: 1 year



Will McLaughlin
Senior Associate
Tenure at Kayne: 1 year



Jannah Boudreaux
Associate



Johnny Goodwin
Associate



Jason Kidwell
Associate



Devyn Davis
Operations Associate



Siemens Ogbeide
Analyst



Brendan Talarczyk
Analyst



Sharie Baker
Admin Assistant

KPF Team Tenure/Demographics

8.6
years

Average Tenure
of KPF Senior
Leadership²



47%
Women &
Minority



32%
Women



26%
Minority

¹ Member of the Kayne Partners investment committee. Decisions must be unanimous.
² Tenure calculated for VP and above.

KACALP LEADERSHIP



Al Rabil
CEO



Paul Blank¹
President & COO



Ric Kayne
Co-Chair & Founder



Bob Sinnott
Co-Chair



Terry Quinn¹
Vice Chair



Paul Stapleton
CFO



Michael O'Neil
CCO



Matt Barbabella
General Counsel



Jonathan Zhukovsky
CTO



Lauren Heideman
Head of HR

Knowledge Advantage – Stage Expertise

Enabling strong growth and operational efficiencies across the portfolio

1 1

People



- Assessing the team
- Identifying talent gaps
- Hiring senior positions
- Developing & retaining the best talent

Sales & Marketing



- Accelerating revenue and profitable growth
- Go-to-market – TAM, Segmentation, Messaging, Product-market fit
- Scaling sales & marketing teams
- Refining sales compensation structures
- Adding sophisticated customer success & support functions and integrating workflows
- Leveraging channel partnerships
- International expansion

Product Development



- Researching and evaluating new solutions
- Launching add-on products
- Expanding into new verticals/markets
- Evaluating & enhancing pricing

Finance & Accounting



- Refining and tracking key KPIs
- Developing scalable processes to drive performance repeatability
- Improving corporate governance
- Creating more sophisticated board reporting

Advisory Support



- Access to strategic operators and a network with industry and functional expertise
- Identifying board candidates for KPF or independent seats
- Customer, partner and vendor introductions

Corporate Development



- Tuck-in acquisitions to drive inorganic growth through vertical and/or product expansion
- Facilitating future debt financing & capital raises
- Managing and guiding the exit process
- Facilitating enterprise value creation through revenue growth and multiple expansion

Kayne Partners Operating Partners

Dedicated resources to help support sourcing, due diligence, and portfolio management

Strategic Operator Network¹

Roles and Responsibilities

- Sourcing Introductions
- Due Diligence
- Review of Investment Committee Materials
- Attending industry conferences
- Market research
- Advisory & Strategic Support
- Go-to-market, sales and product strategies
- Leadership & governance
- Board Director or Observer



Puja Agrawal
Financial
Technology

- Chief Commercial Officer, *Shift Technology*
- COO & CRO, *Finastra*
- GM, Financial Markets Compliance, *NICE Actimize (NASDAQ: NICE)*



Bryan Boudreaux
Supply Chain & Logistics –
Warehousing/Fulfillment/Retail

- Former Board Observer, *Fullscript*
- Former SVP Supply Chain, *Walmart*
- Former Captain, *United States Army*



Lynda Grindstaff
Cybersecurity

- VP of Engineering, *McAfee*
- Founding LP, *How Women Invest*
- Sr. Director of Security Innovation Pipeline, *Intel*



Michelle Halkerston
Supply Chain & Logistics –
Transportation

- CEO, *Hassett Logistics*
- Director eCommerce Strategy, *FedEx Supply Chain Services*
- Director of Logistics Systems, *Penske Logistics*



Forrest Hobbs
Sales Enablement/
Go-To-Market

- Chief Revenue Officer (CRO) and Board Member, *Neuro-ID*
- Founded Music Licensing Platform, *MoWorks*
- Former Chief Revenue Officer (CRO), *Usermind*, *Reflektive*, and *Cloudleaf*
- Former Global Business Manager, *Microsoft*



David Jenkins
PropertyTech &
Financial Tech

- Chairman & Former CEO, *Conservice*
- E&Y, 2011 Entrepreneur of the Year
- Director of HR, IT & Risk Management, *Wasatch Property Management, Inc.*



Elaine MacDonald
Healthcare

- Former VP, Vanderbilt University Medical Center
- Former Senior Director, *Cerner*
- COO, *HCA Healthcare - InterMedHx*
- Board Director, *Orchids Tissue Paper Products (NYSE:TIS)*



Susan Solinsky
Healthcare

- Co-Founder, Chief Growth Officer, *Ellipsis Health*
- Founding LP, *How Women Invest*
- VP Enterprise Sales, *Phreesia*
- Co-Founder, SVP Business Development & Partnerships, *Vital Score (exited: Vital Score)*



Brooks Tobey
Media and
Telecom

- Former Head of Tech Strategy & Business Ops, *Turner*
- Former Board Chairman, *You.i (exited: AT&T/WarnerMedia)*
- Board Member, *FreeWheel*

¹ Strategic Operators are not employees, members or partners of any Kayne entity and are not expected to have a carried interest in any investment made by a Kayne fund. Strategic Operators may, however, receive compensation from Kayne portfolio companies. Such compensation will not result in offsets to or reductions of the management fee.

Kayne Partners Growth Ecosystem

Dedicated resources to help support portfolio management and career development initiatives

Vendor Network

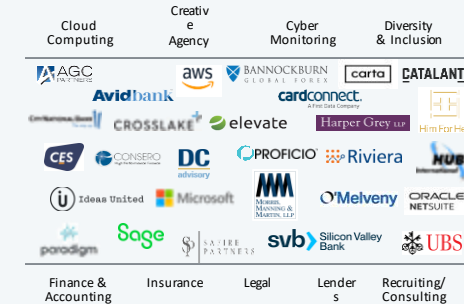
Access to Broader Network of Resources

- Selected respected vendors
- Leverage Kayne's scale to drive savings
- Negotiated service agreements to obtain preferred pricing
- Sales partnership opportunities

Example

- Partnered with Amazon Web Services (AWS), a cloud service provider to our portfolio companies
- 100% utilization of the KPF discount program & resource access

Representative KPF Portfolio Company Vendors



Women's Technology Circle, a KPF Initiative

KPF has initiated a portfolio-wide initiative to connect mid- to high-level female team members to promote leadership and career development

- KPF identified a white space for networking and mentorship for female executives across our base of portfolio companies
- Small-group virtual meetings are organized, with content focused on professional development and goal-setting

Example

- Nearly 80% participation across the KPF portfolios
- Moving forward, we plan to add a quarterly speaker series and form industry peer groups and functional group mentoring across portfolio companies with common threads around departmental function, etc.

Representative Members



Disclosures and Legal Disclaimer

This document is confidential and was prepared by Kayne Anderson Capital Advisors, L.P. (KACALP or the General Partner) for the benefit and internal use of the party to whom it is directly addressed and delivered (the Recipient). None of the materials, nor any content, may be altered in any way, transmitted to, copied, reproduced or distributed in any form in whole or in part to any other party without the express written consent of KACALP, which manages Kayne Partners Fund, L.P., Kayne Partners Fund II, L.P., Kayne Partners Fund III, L.P., Kayne Partners Fund IV, L.P., Kayne Partners Fund V, L.P. (KPF, KPF II, KPF III, KPF IV, KPF V, each a "Fund" or "Partnership" and together, the "Funds" or "Partnerships"), and related vehicles.

Investment in the Funds involves a high degree of risk. There can be no assurance that the Partnership's investment objectives can be achieved, or that an investor (Limited Partner or LP) will receive a return of capital. Opportunities for withdrawal and transferability of interest are restricted, so investors may not have access to capital when it is needed. There is no secondary market for the interests and none is expected to develop. A Limited Partner's investment in the Fund should be limited to the risk capital portion of its investment portfolio. In addition, there may be occasions when the General Partner of the respective Partnership and its affiliates encounter potential conflicts of interest in connection with the Partnership. For a more detailed explanation of the risks of the Partnership, please review the Partnership's private placement memorandum "(the Memorandum)", subscription agreement, and limited partnership agreement (Offering Documents).

In addition to historical information, this presentation contains "forward-looking statements". The words "forecast", "estimate", "project", "intend", "expect", "should", "believe" and similar expressions are intended to identify forward-looking statements. These forward-looking statements involve known and unknown risks, uncertainties, assumptions and other factors, including those discussed in the Memorandum, which may cause the Fund's actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. In addition, new risks and uncertainties may arise from time to time. Accordingly, all forward-looking statements should be evaluated with an understanding of their inherent uncertainty. Except as required by law, we assume no obligation to publicly update or revise these forward-looking statements for any reason, or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future.

Certain economic and market information contained herein has been obtained from published sources prepared by third parties or KACALP and in certain cases has not been updated through the date hereof. While such sources are believed to be reliable, neither the Fund, nor its respective affiliates or employees assume any responsibility for the accuracy or completeness of such information. In particular, it should be noted that the financial information contained herein has not been audited. Information contained herein may include information respecting prior investment performance including gross and net returns. Information respecting prior performance, while a useful tool in evaluating an investment, is not necessarily indicative of actual results to be achieved for unrealized investments, the realization of which is dependent upon many factors, many of which are beyond the control of KACALP.

No representation or warranty, express or implied, is given by or on behalf of the Fund, KACALP, or any of such persons' directors, officers or employees or any other person as to (a) the accuracy or completeness of the information or (b) the opinions contained in this document and no liability is accepted for any such information or opinions. Unless otherwise stated in this document, the information contained herein is based on the Fund's information and estimates. The information and opinions contained in this presentation are provided as of the date of this document and are subject to change without notice.

This presentation is qualified in its entirety by reference to the memorandum and the agreement of limited partnership of the Fund, as may be amended and/or modified from time to time and the subscription agreement related thereto, copies of which will be made available upon request and should be reviewed before purchasing a limited partnership interest in the Fund. The purchase of interests in the Fund will be suitable only for sophisticated investors for whom an investment in the Fund does not constitute a complete investment program and who fully understand and are willing to assume the risks involved in the Fund's investment program. Statements in this presentation are made as of the date herein unless stated otherwise, and neither the delivery of this presentation at any time nor any sale of the limited partnership interests described herein shall under any circumstances create an implication that the information contained herein is correct as of any time after such date. This presentation is not intended to be relied upon as the basis for an investment decision, and is not, and should not be assumed to be, complete. The contents herein are not to be construed as legal, business, or tax advice, and each prospective investor should consult its own attorney, business advisor, and tax advisor as to legal, business, and tax advice. In considering any performance information contained herein, prospective investors should bear in mind that past performance is not necessarily indicative of future results, and there can be no assurance that the Fund will achieve comparable results.

Any investment in the Fund is subject to various risks, some of which are outlined herein. A complete description of certain risks involved with an investment in the Fund can be found in the memorandum; such risks should be carefully considered by prospective investors before they make any investment decision. This presentation is for informational purposes only, and does not constitute, or form part of, a does not constitute an offer or solicitation in any state or other jurisdiction to subscribe for or purchase any limited partnership interests described herein or any security or investment product. All persons interested acquiring interests in any Fund should first review applicable Fund's Offering Documents.

Recipients of this presentation agree that KACALP, its affiliates and their respective partners, members, employees, officers, directors, agents, and representatives shall have no liability for any misstatement or omission of fact or any opinion expressed herein. The presentation is not intended for any general distribution or publication and is strictly confidential. This presentation and the information contained herein consists of confidential proprietary information and is the sole property of the Funds. Each recipient further agrees that it will (i) not copy, reproduce, or distribute this presentation, in whole or in part, to any person or party (including any employee of the recipient other than an employee directly involved in evaluating an investment in the Fund) without the prior written consent of KACALP; and (ii) keep permanently confidential all information contained herein that is not already public. Past performance is no guarantee of future results. An investment in the Funds could suffer loss.

Executives
Roundtable



Helping Car Shops Turn Wrenches to Riches

\$180,000

Our co-founder came up with the idea for WickedFile after having \$180,000 go missing in a single year.





AI That Supercharges an Auto Repair Shop's Back Office.



Bookkeeping Made Easy



WickedFile automatically organizes and reconciles vendor documents.

Invoices are line item matched to customer invoices.

Reconciled transactions are validated against the account solution.



Why Us?



1.5x - 2.0x increase
in Bookkeeper
Productivity.



Documents are
accessed 10x
faster.



+500,000
documents
ingested.



How Can You Help?

- Introductions
 - PE firms involved in auto repair
 - Auto repair shop owners
- Partners/mentors involved in the auto space
- Looking at fundraising in Q4/Q1





Please Contact

alex@wickedfile.com

Alex Saladna, Co-Founder & CEO

Anatomy of a Successful Deal: How We Sold Our Tech Companies (and 10 Critical Steps to Success)



MODERATOR:
John Yates
Partner
Morris Manning Martin



David Brinkman
Founder
CAMDA Investments, LLC



Kofi Conduah
Founder/CEO
LinkRoad Technologies



Christal Bemont
Former CEO - Talend
Board Member

Questions & Answers



SPONSORS



PANELISTS' CONTACT INFORMATION

John Yates

Partner

Morris Manning Martin

jyates@mmmlaw.com

404-504-5444

David Brinkman

Founder

CAMDA Investments, LLC

dave@camda.us

407-310-9867

Kofi Conduah

Founder/CEO

LinkRoad Technologies

kofi@linkroad.us

678-575-8760

Christal Bemont

Former CEO - Talend

Board Member

christal.bemont@gmail.com

Announcements



SPONSORS



Please join us for our
August 2023 event
(in-person and virtual)

****NEW LOCATION**** – Atlanta Financial Center,
1st Floor Conference Room

***Who Needs Product Marketing Anyway?
Bridging the Disconnect Between Marketing,
Sales,
And Product Teams***

August 15, 2023