SERATA CAPITAL PARTNERS

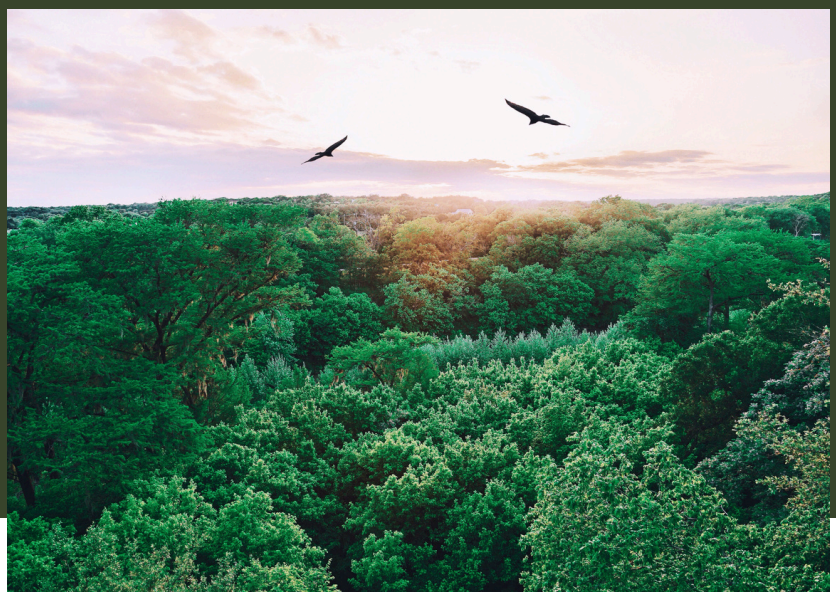
FOUNDER-ORIENTED
PRIVATE EQUITY
PARTNERSHIPS



WHO WE ARE

For founders, by founders

We are a selective private equity firm fueled by focused passion, persistent improvement, and the patience to see our goals through as a true partner.



OVERVIEW

Serata Capital Partners (SCP) is a middle-market private equity firm based in Austin, Texas, dedicated to building enduring partnerships that create meaningful value for business owners, employees, and investors. Founded in 2020 by Drew Bagot, who brings nearly two decades of private equity and entrepreneurial experience, SCP approaches every investment with the mindset of a founder and operator. At Serata, we put partnerships, humility, and persistence ahead of egos and convention, aligning with teams to help great companies reach their next stage of success.

INVESTMENT PARAMETERS

SCP invests in a variety of situations across the private equity spectrum, but the most typical situation includes several aspects of the following:

Industries

- Business and professional services
- Branded consumer products
- Consumer services
- Telecommunications and media
- Data and analytics
- Late-stage software & technology
- Industrial and building services
- Healthcare services

Business Characteristics

- $7.5-50MM of EBITDA / cash flow
- Predictable revenue patterns
- Niche & defensible market positions
- Strategic management teams
- Culture of transparency

Partnership Dynamics

- First institutional capital partner
- Majority equity preference, minority considered
- Key management continuity or existent succession plan
- Interest in 33-49% rollover equity position
- Desire to collaborate on a shared strategic vision toward growth acceleration

PARTNERSHIPS

Fusion92 is an independent marketing innovation company that focuses on driving results for Fortune 500 and other high-growth enterprises across financial services, CPG, telecommunications, and other industry verticals. As a full-service integrated partner, Fusion92 aligns with its clients on consumer engagement that spans digital and traditional media, leveraging its talents in data insights, technology enablement, performance creative, user experience, and media.

Page Publishing Consortium is a group of more than 10 brands that provide solutions to transform authors' books from a simple manuscript to a fully-produced and published e-book, print, and audiobook set of works available across all major platforms such as Amazon, Apple, and Barnes & Noble. Page concentrates its business on providing excellent turnkey service to over 10,000 authors per year, rather than relying on the success of a few titles as with more traditional publishing houses.

EventLink Group is an innovative experiential marketing and event services firm specializing in high-impact brand activations and strategic customer acquisition engagements. Delivering turnkey experiential solutions across automotive, government, healthcare, and entertainment sectors, the company elevates live experiences with data-driven insights, execution, and programming. EventLink partners with clients to drive engagement, ROI, and long-term brand resonance.

REACH OUT

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Learn more at:
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