



GreyLion Capital (formerly known as PWP Growth Equity) focuses on investing in high-growth businesses in the lower middle market. We seek to partner with existing owners and management teams across the consumer, industrial, software and services sectors to deliver capital in tailored and flexible minority and control structures. GreyLion invests \$25-\$125 million of capital per investment, primarily within the United States. We currently manage private equity funds with aggregate commitments of \$1.35 billion.

## Investment Parameters

**\$25 - \$125 million**  
of capital per investment

Flexible partners investing through **both minority and control structures**

Invest alongside strong **management teams**

Focus industries include **consumer, industrial and software & services**

**Growth companies** with strong and defensible margin profiles

**Multiple transaction types:** buyouts, recapitalizations, capital raises, corporate partnerships, divestitures/spinouts

## Investment Sectors

### Consumer

E-Commerce/Marketplaces  
Restaurants  
Franchisors  
Consumer Services  
Multi-Unit Retail  
Health & Fitness  
Beauty & Personal Care  
Video Games/ eSports

### Industrial

Industrial Services  
Outsourced Manufacturing  
Industrial Tech./Automation  
Specialty Materials/Chemicals  
Highly Engineered Components  
Facility Services  
Aerospace & Defense  
Test & Measurement

### Software & Services

Outsourced Business Services  
Enterprise Software  
Training & Education  
Vertical Software  
Staffing Services  
FinTech  
Healthcare Services  
Technology Enabled Services

Chip Baird  
Managing Partner

David Ferguson  
Managing Partner

Henry Heinerscheid  
Partner

John McKee  
Partner

Jody Shechtman  
Partner










Dan Leever  
Operating Partner

Santiago Núñez  
Vice President

Jason Adams  
Vice President

Dustin Price  
Vice President

## Current Investments

Investment	Date	Description
 METAL-ERA Engineered Roof Solutions	Apr '20	<b>Metal-Era</b> is a manufacturer of high-performance roofing products focused on metal edge and ventilation solutions for commercial, institutional and industrial buildings
 ADC AEROSPACE	Aug '19	<b>ADC</b> is an OEM-focused solutions provider offering short run, high complexity metal components to regulated industries, including aerospace, defense, and medical
 TickPick	Jul '19	<b>TickPick</b> is a no-fee ticket marketplace, transforming the event ticketing industry with its customer-centric platform and all-in pricing approach
 QUICK MED CLAIMS Emergency Medical Transportation Billing Services • Reimbursement Consulting	Oct '18	<b>Quick Med Claims</b> is a leading provider of technology-enabled revenue cycle management services to the emergency medical transport industry
 SKIN SPIRIT	Sept '18	<b>SkinSpirit</b> is a premier medical spa concept that provides skin and body care services such as Botox, dermal fillers, CoolSculpting, facials, and other non-invasive procedures
 The RealReal	Jun '18	<b>The RealReal (NASDAQ: REAL)</b> is the online leader for authenticated luxury consignment, offering consignors and buyers the most convenient marketplace for authenticated goods
 360 TRAINING	Feb '18	<b>360training.com</b> provides online training courses and certification in regulated industries including environmental health and safety, food and beverage, and real estate
 DELPHON	Jan '18	<b>Delphon</b> is a manufacturer of highly-engineered polymers and protective solutions serving the semiconductor, electronics and medical device industries in the U.S. and internationally
 Luna Grill mediterranean kitchen	Sept '17	<b>Luna Grill</b> is a "luxe" casual Mediterranean restaurant concept that offers fresh food served in an order-sit format, as well as craft beer and wine
 HYPHEN SOLUTIONS	May '16	<b>Hyphen Solutions</b> offers cloud-based construction and supply chain management software to the homebuilding industry, including real-time scheduling and collaboration tools
 Black Bear Diner	Feb '16	<b>Black Bear Diner</b> franchises and operates restaurants which offer customers a fun and inviting guest experience that focuses on providing generous portions of high-quality food
 MSA SECURITY	June '15	<b>MSA Security</b> specializes in providing high-threat, high-consequence security services, and has the world's largest private fleet of explosive detection canines
 MOD	Mar '15	<b>MOD Pizza</b> is a fast casual pizza concept offering handcrafted personal pizzas "made-on-demand" cooked in a gas-fired display oven, along with salads, beer, wine and desserts
 YouFit HEALTH CLUBS	Apr '14	<b>YouFit</b> is a low-cost health club chain of over 100 company-owned units, primarily offering a focused set of cardio and strength equipment for a monthly fee starting at \$10

## Previous Investments

