

## BERENSON CAPITAL IS A PRIVATE EQUITY FIRM INVESTING EXCLUSIVELY IN TECHNOLOGY.

Berenson Capital is proactively seeking investment opportunities in the life sciences technology market given the strong industry fundamentals and Berenson's specific resources and expertise.

### MARKET SNAPSHOT

- Trillion-dollar global market with robust growth and no expectation of deceleration
- Highly-regulated with evolving landscape, putting premium on end-market expertise
- COVID-19 pandemic catalyzed industry-wide digital innovation
  - Emphasis on decentralization is the first major clinical trial transformation in decades
  - Comfort with accelerated drug approval fuels demand for post-marketing studies

### DEMAND DRIVERS

#### Preclinical

- Leading edge of growing new drug R&D spending as patents expire
- ~\$500mm per approved drug

#### Clinical

- Largest element of new drug R&D
- \$1bn+ per approved drug
- Paradigm shift toward decentralized / patient-focused trials

#### Medical Affairs

- Broad landscape of HCPs (1mm+ active US physicians) with increased importance of individual physician
- Rapid shift toward remote engagement (~65% in 2021)
- Increased need for compliance; \$2bn+ of HCP gifts from drug and device companies

#### Commercialization

- Specialization reduces patient population for new drugs, adding commercialization pressure
- Reduced HCP access necessitates innovation

## BCP LIFE SCIENCES INVESTMENT THESIS

- Growing trillion-dollar end-market
- Increased drug manufacturer fragmentation increases SAM for technology vendors
- Regulation increases reliance on technology
- Fragmented software market creates opportunity for high-quality and capitalized tech vendors
  - End-market expertise provides moat given evolving industry dynamics
  - Expensive switching costs provide stickiness for well-integrated solutions

## INVESTMENT CRITERIA

- Minimum of \$5mm run-rate recurring revenue
- A differentiated product set that has a validated value proposition (strong growth, retention metrics, top tier NPS)
- Strong financial profile: recurring revenue, strong revenue growth, expanding gross margins, and high FCF conversion
- Multiple growth levers available (GTM, Product, International, M&A)
- Passionate founders that have extensive end market knowledge

## ATTRACTIVE TARGET CHARACTERISTICS

- Deep subject matter expertise with proven ability to simplify complex processes
- Focused on business process automation and technology-enabled services businesses
- B2B provider with platform that can grow within existing customer base
- Modern technology platform / architecture

## BERENSON OPERATING PARTNER



**MARC  
EIGNER**

BCP Operating  
Executive

- 20+ years of senior leadership experience within compliance SaaS businesses
- Led two companies to significant liquidity events
- Experience in self-funded, private equity and venture capital structures
- Co-founded Polaris, CCO of H1 and CEO of Anju Software