

BERENSON CAPITAL IS A PRIVATE EQUITY FIRM INVESTING EXCLUSIVELY IN SOFTWARE & TECH-ENABLED SERVICES.

BerenSON Capital is actively seeking investment opportunities in human capital management (HCM) technology, given the strong industry fundamentals and Berenson’s sector expertise.

INDUSTRY CHALLENGES

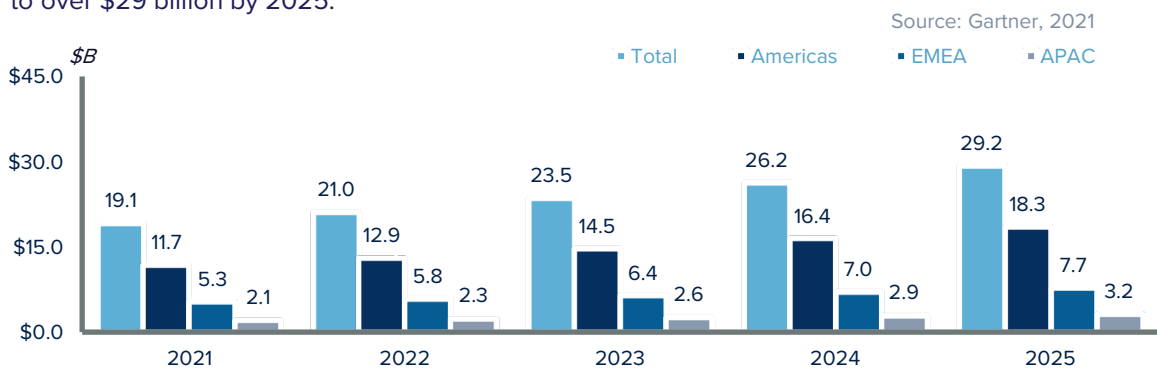
- Hyper-competitive labor market, the struggle to fill vacant roles with qualified candidates
- Talent increasingly seeking employers promoting equality, fostering a cohesive, healthy workplace
- Forced adoption of the hybrid work model, requires investment in technology and infrastructure
- Fragmented provider landscape posing integration challenges; very difficult to centrally manage HR data

INVESTMENT THESIS

- HCM technology is a massive global market expected to achieve robust growth driven by numerous tailwinds
- Employers have recognized that people are their most critical asset, which has elevated the strategic importance of the HR function
- Significant opportunities remain to advance HR intelligence with technology and automate repeatable tasks
- Most organizations are unprepared for the current shift toward higher workplace standards

MASSIVE GROWTH MARKET

The overall HCM software market is expected to grow at an 11% CAGR from \$19 billion in 2021 to over \$29 billion by 2025.



INVESTMENT CRITERIA

- \$5+ million revenue run-rate
- Strong financial characteristics: recurring revenue, topline growth, strong retention, expanding margins, and high FCF conversion
- Multiple growth levers available (GTM, Product, International, M&A)
- \$20+ million equity checks
- Majority or significant minority transactions

ATTRACTIVE TARGET CHARACTERISTICS

- Deep subject matter expertise with proven ability to simplify complex processes
- Potential of becoming market leader with demonstrable right to win over direct competitors
- B2B provider with platform that can grow within existing customer base
- Modern technology platform / architecture
- Strong and energized leadership

INVESTMENT PORTFOLIO



INDUSTRY LEADERSHIP



RON KASNER
BCP Operating Executive

Ron has over 20 years of executive leadership experience. He previously spent more than a decade in executive roles (including CFO, COO, and interim CEO) at SaaS talent acquisition company iCIMS, scaling the company's annual recurring revenue from \$20 million to over \$250 million. Ron was also advisor to public safety software company Envisage Technologies which sold to Vector Solutions. He is currently an advisor to SEO and content marketing technology company Conductor, human resources technology company AbsenceSoft, and qualitative research software company Tetra Insights.

HCM INVESTMENT TEAM

**BRENDYN
GRIMALDI**
Managing Director

bgrimaldi@berensonco.com
+1 (212) 446-1736

**CHRIS
DUBYAK**
Vice President

cdubyak@berensonco.com
+1 (212) 446-1720

**JOSH
WOODBRIDGE**
Managing Director

jwoodbridge@berensonco.com
+1 (212) 446-1724