

ABOUT US

Crux Capital is a Dallas, Texas based lower-middle-market private equity firm that invests in growth-oriented consumer and services businesses. Crux focuses on buying a select number of high-quality businesses and partnering with management teams and founders to build value over the long term.

The firm’s limited partners are comprised of successful entrepreneurs, family offices and Crux’s leadership team. Our mandate is flexible with long-term oriented and patient capital, allowing for creative deal structures and avoiding artificial holding periods. Instead, we implement strategies in concert with company management to build and unlock value over time.

Our approach is collaborative, and we prefer to invest alongside management teams and prior owners as businesses enter their next phase of growth.

WHY CRUX?

Crux is committed to preserving the legacy of companies in which we invest, recognizing that people and culture are the key determinants of long-term success. In addition to providing capital, we leverage the expertise of our team and limited partners to support company teams in reaching their growth objectives.

While we do not participate in day-to-day company management, we are active advisers, providing additional resources to our companies, such as implementing best practices, introducing new customers, accessing industry executives, gathering competitive intelligence and executing add-on acquisition strategies.

TRANSACTION TYPES

- Majority recapitalization
- Significant minority (20% - 49%)
- Growth capital
- Family or generational transitions
- Management buy-out
- Corporate carve-out / divestiture
- Buy-and-build

INVESTMENT CRITERIA

- North American-headquartered consumer and services businesses with a preference towards the Sun Belt
 - \$5M - \$100M of revenues
 - \$1M - \$15M of EBITDA on a LTM or run-rate basis
- Invest \$10M - \$50M of equity per platform
 - No size limit for add-on acquisitions
- Defensible market position with above-average growth prospects
- At least 3 years of stable or growing profitability
 - No distressed or turnarounds

CONTACT

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CURRENT PORTFOLIO

Buff City Soap
November 2019

Franchisor offering high-quality, handmade, plant-based personal care products



Superscapes
February 2020

Commercial landscaping design, installation, and maintenance provider



Woody’s Brands
March 2022

Multi-unit operator of bar/restaurant concepts across the southern United States



HTeaO
December 2022

Franchisor providing ultra-premium tea and related offerings drive-thru or in-store to customers



Uncommon Brands
December 2023

Restaurant holding company built to invest in and scale extraordinary concepts

