

MIZE SERVICE LIFECYCLE MANAGEMENT



## Investor Coordination: Navigating Private Equity for Growth

As an industry leader in service lifecycle management software, Mize creates exceptional service experiences through premium service delivery platforms. Founded in 2012 by Ashok Kartham, Mize orchestrates service lifecycle interactions to increase lifetime customer value, generate higher service revenue, lower costs through optimal service delivery, and increase customer retention.

From its headquarters in Tampa, Florida, Mize has expanded globally to serve manufacturers and their channel partners, customers, and suppliers in over 100 countries. The company serves a growing number of manufacturing sectors including heavy equipment, consumer durables, automotive, industrial equipment, and medical equipment. By connecting all stakeholders through a single platform, Mize is able to create seamless customer service experiences that extend across registration, warranties, service plans, support, service delivery, parts, returns, and IoT.

## CHALLENGE

“Our success story needed to resonate with institutional investors.”

- Ashok Kartham, Founder

As Mize experienced substantial growth, they began receiving private equity inquiries. Mize Founder and CEO Ashok Kartham was referred to Adventum by a financial advisor friend. Ashok needed help to organize inbound leads, provide objective guidance for investor selection, and support the company through the due diligence process.

**Update:** the year following that successful capital round, another strategic opportunity arose for Mize to leap forward and merge with a multinational conglomerate.



### Prepare for capital investment.

Adventum worked alongside Mize's internal team and built a strong financial model that increased investor confidence. By establishing transparent financials and structure, Mize was able to deliver key financial reports to demonstrate their sound business model, growth trajectory, and ultimate long-term profit potential.

### Assess private equity options.

Mize already had a strong business model and firm financial footing. They needed a financial advisor that could walk them through the process of investor analysis and selection. Adventum provided an objective viewpoint to help Mize evaluate incoming leads, create a short list, navigate the due diligence process, and secure funding.

### Get the power of perspective.

Investor Coordination with Adventum gives you a fresh set of eyes – in fact, several. Benefit from professionals with deep experience across a wide array of industries and disciplines. You'll be glad you did, and are certain to learn relevant insights about your organization, its internal strengths, and ability to grow in the process.

## RESOLUTION

### Lifecycle Growth Management with Adventum

- Starting with an internal finance structure assessment, Adventum guided Mize through advanced modeling and scenario analysis to prepare for investor scrutiny.
- From several proposals, the team then helped Mize through due diligence and select M33 Growth out of Boston, resulting in a \$15MM private equity investment.
- The following year, Adventum helped facilitate the company's introduction and sale to Synchron AB, resulting in a 3-4x multiple and swift return for both Mize and M33.

## Expansion > Investment > Exit

Adventum guided Mize through rapid growth, a private equity capital raise with M33, and subsequent 3-4x multiple sale the next year to Swedish conglomerate Synchron AB.

## ACTIONS

01

Analyzed Mize' financial structure alongside their internal accounting to build a future-forward financial model.

02

Evaluated inbound Letters of Intent, provided objective recommendations, and helped select an investment partner.

03

Championed Due Diligence and dynamic scenario analysis to elevate trust and secure M33 capital investment.

04

Helped direct each phase of the Synchron AB merger/sale, from initial discussions through diligence and completion.