

ROND

CAPITAL

Private equity designed for entrepreneurs

ROND Capital is a Nashville-based private equity firm that provides liquidity and growth capital to entrepreneurs who are focused on building profitable and sustainable businesses.

OUR FOCUS:

Small to midsize businesses (“SMBs”) are the foundation of our economy, yet this market is underserved by traditional capital sources. We seek to fill this void by being the best possible private equity partner for SMBs.

OUR INVESTMENT CRITERIA:

- Founder-controlled
- Up to \$15M in revenue
- Cash flow positive
- Industry agnostic
- Predominately investing in the southeast and midwest

ROND’S INVESTMENT PHILOSOPHY:

ROND stands for Return on New Development and that is the core principle by which we operate. We have 4 key beliefs:

1. A partnership-first approach to investing is essential.
2. We don’t run businesses, the entrepreneur does.
3. Culture is the most important aspect of a company.
4. Honesty, hard work and accountability lead to positive outcomes.

WHAT WE OFFER ENTREPRENEURS:

Flexible liquidity options

Every entrepreneur has unique liquidity needs. We structure deals that make sense for the entrepreneur.

Efficient business diligence

We are committed to conducting discreet and efficient diligence processes in order to reduce distraction to entrepreneurs and their teams.

A trusted growth partner

We help entrepreneurs navigate strategic decisions and growth opportunities.

Patient capital

Every entrepreneur has different timelines and priorities. We are focused on value creation, not hold periods.

[CONTACT ROND TODAY TO LEARN MORE](#)

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