

Slack Water Capital Launches Private Equity Firm to Support American Small Businesses and Acquisition Entrepreneurs

Key West, FL – May 3, 2023 – Slack Water Capital LLC (“Slack Water” or the “Firm”), a private equity firm that seeks to help aspiring entrepreneurs realize their dream of owning and operating their own small or medium-sized business (“SMB”), announced its launch today.

Slack Water seeks to provide equity gap funding to acquisition entrepreneurs or self-funded searchers in control buyouts of US-based SMBs with enterprise values of between \$3 million and \$15 million. The Firm generally takes an industry agnostic approach, but areas of focus include home services, business services, professional services, skilled trades, insurance services, specialty distribution, and specialty manufacturing. Slack Water is seeking to partner with searchers who are acquiring a single profitable SMB to own and operate full-time as their sole professional endeavor.

“We are experiencing a generational shift in the ownership of small businesses across America,” said Ben Bortner, Founder and Managing Partner of Slack Water. “It is estimated that over one million small business owners will retire over the next decade. Many of these small businesses do not have a formal succession plan in place. This is creating a huge need, and opportunity, for a new generation of entrepreneurs. We are excited to partner with outstanding entrepreneurial talent to find, acquire, and grow established US-based small businesses that serve a vital role in their communities.”

Slack Water was founded by Ben Bortner who has over 5-years of experience as an acquisition entrepreneur and SMB owner, CEO, investor, and board member. Prior to his experience as an acquisition entrepreneur and SMB investor, Ben spent over 10 years in the investment management industry as an industry agnostic investment analyst for various public equities-focused and value-oriented investment firms, including White Bison Capital, Southeastern Asset Management, and Saturna Capital.

For more information, please visit www.slackwatercap.com.