

# Investment Criteria

Effective February 2020

## Industries

Although not limited to a particular industry or sector, COOKE, LLC generally will concentrate its investments in information technology companies emphasizing SAS solutions for the following business lines: e-commerce, telecommunications, multimedia and content services, and integration technologies.

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## Management Team

Experienced, highly capable leadership or entrepreneurial team with the ability to attract and retain quality personnel.

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## Strategy

Articulated or demonstrated strategy to establish the company with a strong and sustainable competitive advantage (resulting from a clear company vision, unique products, services and/or technology, brand recognition, established distribution channels, etc.), all aimed at a large market opportunity.

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## Exit Strategy

Clear and well defined.

## Geographic Preference

Nationwide in the United States and Canada, but with a concentration on the Mid-Atlantic or Mid-West areas of the United States.

## Financial Metrics

Preferably revenue generating with EBITDA positive operation.

## Investment Stage

Early-to-expansion stage.

## Investment Amount

Investment amounts range from \$50,000 to \$500,000 USD.

## Investment Type

Typically, convertible debt or preferred equity.

## Board Participation

Required in most cases.