

# Mayker Capital

Company overview

Our name and philosophy originates from:

*noun*

# Makerspace

A place in which people with shared interests, especially in computing or technology, can gather to work on projects while sharing ideas, equipment, and knowledge.



# The Opportunity

The untapped 95%.

Venture capital has grown at a rapid rate with funding reaching \$333 billion in 2021, up from \$30 billion in 2006. This trend is projected to continue at a CAGR of 21.75% from 2023-2028. Despite the increasing growth of the industry **Venture funds have a rather poor 'hit' ratio**, with the top 5% of investments contributing to 95% of the funds returns.

While the remaining 95% of the portfolio often results in comparably modest returns, putting pressure on founders to meet **exceedingly unrealistic expectations** and on the fund managers ability to create liquidity.

<https://www.statista.com/statistics/277501/venture-capital-amount-invested-in-the-united-states-since-1995/>

<https://www.imarcgroup.com/venture-capital-investment-market>

## Our Answer

Mayker focuses on this 95% of venture capital backed companies with attractive unit economics and proven products. Instead of relying on unicorn investments, we **focus on profitability and sustainable growth** through operational expertise and control.



# Who Are We?

We are a venture-buyout firm built by founders, for founders.

Mayker Capital is a unique investment firm that is comprised of experienced entrepreneurs and operators. Our team brings real-world experience, and a unique perspective on investing. Allowing us the ability to capitalize on **opportunities not seen by traditional firms**; and to provide hands-on support to entrepreneurs in their journey to success.



# Our Mission:





**Mayker aims to be the acquirer of choice for founders.**

We will accomplish this through forming long term strategic partnerships with founders, maintaining high levels of governance, and by promoting a positive corporate culture. Simply put; **saying what we mean, and doing what we say.**







# Why Venture-Buyout?

## Traditional Venture Capital Strategy

-  **Shotgun Approach; Many Small Allocations**  
Increase the probability of finding outlier home run investments.
-  **Minority Investments**  
Limited control, increases operational and key person risk.
-  **High Valuations**  
Pricing in many years of expected earnings.
-  **Short Term Investment Horizon**  
Seek to deploy capital quickly, with a focus on near term liquidity.

## Venture - Buyout Strategy

-  **Valuations Based on Current Earnings**  
Minimizing risk and decreasing payback period.
-  **Cross-Portfolio Synergies Encouraged**  
Talent and data can flow freely between companies.
-  **Long Term Vision**  
Deploy capital opportunistically, and allow for sustainable growth.
-  **Controlling Stake**  
Decreases operational risk, increases financial flexibility.





# The Companies We Look For

The short answer: **Proven.**

We look for businesses with attractive unit economics and **consistent growth** that operate in tech-enabled sectors.

- ✓ 5+ years of operations.
- ✓ Defensible competitive advantage.
- ✓ Servicing a growing niche market.
- ✓ Greater than 80% Annual Recurring Revenue.
- ✓ \$1,000,000 - \$10,000,000 in Revenue.

# What Is Our Edge?

A hands-on approach combined with a long term strategic vision.



## Knowledge

We analyze companies beyond the numbers. With our multi-disciplinary team we take a granular view on all aspects of a target companies operational processes. From this multi-faceted view point we can confidently create **long term strategic plans** pulling best practices from our industry playbooks long before capital is deployed.



## Action

Founders value our approach as we are not solely a platform for airing out their ideas. We **offer actionable solutions** and collaborate with management teams to execute on those solutions. Our method is hands-on and involved.



## Alignment

Unlike investment funds we do not take management fees, we align ourselves with investors through **performance based incentives only**. This promotes a more methodical approach to investing and removes the sense of urgency to deploy capital most managers experience.





# Our Portfolio

What we own.

## StaffConnect

### Niche Industry

HR management and applicant tracking software system focused on the talent and staffing agency industry.

### 10+ Years of Trust

Through 10+ years of operations the company has built a strong reputation within it's target market.

### Purely Organic Growth

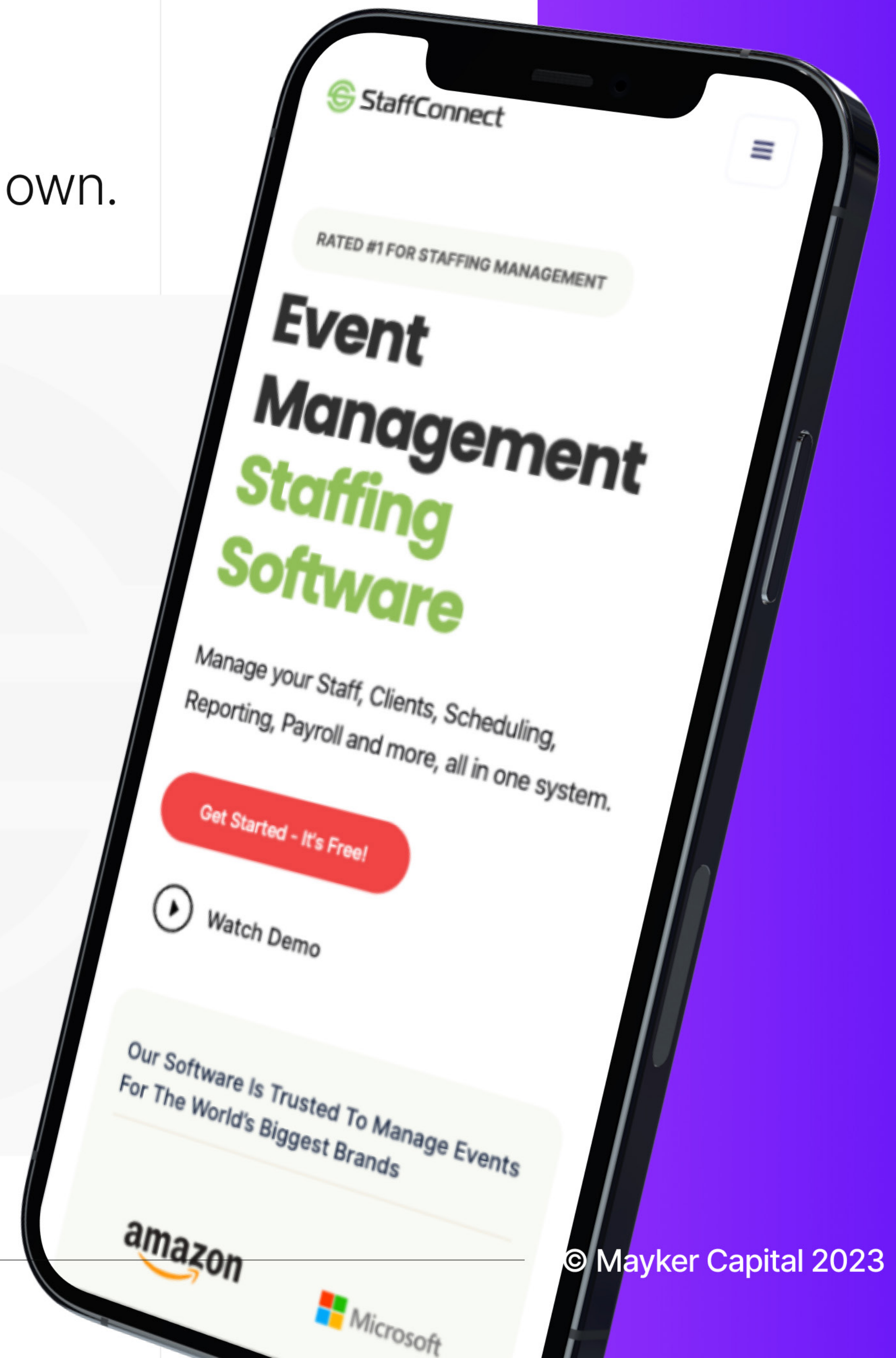
No sales team or marketing team prior to Mayker's involvement.

### Globally Distributed

Geographically diversified customer base provided resilient cash flows throughout the pandemic.

### Sustainable Unit Economics

90% Gross margins.



# Post Acquisition Improvements

Day: **0 - 30.**

- ✔ Revenue growth – **20% in 1st month.**
- ✔ Implemented effective sales and marketing processes.
  - **55%** conversion from demo to sale.
  - **500%** increase in demo's booked.
- ✔ Enhanced monetization strategy to improve cash flows, maximize expansion revenue streams, and bring price structure in line with industry standard.
- ✔ Launched Affiliate/referral program to capitalize on database of over 350,000 staff and agencies.
- ✔ Full website redesign leading to increased visitor conversion rate.
- ✔ Restructured tech-stack to allow for scalability and cost savings.



# Our Team & Advisors

CO-FOUNDER

## Spencer Tasker

- Completed multiple M&A transactions in a variety of sectors.
- Structured and led MBO of niche transportation company, Excel Truck Shuttle.
- Implemented effective OKR's at the strategic level which saw Excel's revenues increase 360% and net margins expand by 200%.
- Proven experience in human capital management and optimization.

PREVIOUS EXPERIENCE | TEAM (CNSX)



CO-FOUNDER

## Stuart Kwong

- Track record of successfully launching and scaling sales departments of both start-ups and upper-middle market technology companies.
- Contributed to executive level revenue operations, strategic planning, and implementation for \$1B enterprise SaaS businesses.
- Over 14 years of experience leading the sales and marketing for globally distributed SaaS organizations.

PREVIOUS EXPERIENCE | BILD (CVE)



CO-FOUNDER

## Dustin Matos

- 10 years of experience in graphic design and marketing.
- Design work has helped to raise millions of dollars in financing.
- Specializes in website design and campaign creation across a variety of business sectors and marketing channels.
- Holds a Bachelor's Degree in Graphic Design For Marketing.

PREVIOUS EXPERIENCE



# Our Team & Advisors



## CHIEF TECHNOLOGY OFFICER

### Jason Kwong

- Expanded Microsoft founded non-profit community 200% through effective digital strategy and product management.
- Contributed to developing systems and integrations for World Health Organization, enabling the aggregation and analysis of global Covid-19 rates and vaccine effectiveness.
- Lead the development and digital initiative for a top 10 tertiary institution within Oceania for the last 4 years.
- Technical product management experience working on enterprise multidisciplinary projects for government agencies and non-profits.



## VP OF COMPLIANCE

### Samuel Holmes

- 8+ years of experience in financial compliance within governmental, political, and private organizations.
- Served as Head Financial Administrator for units of the Department of National Defence within the Canadian Federal Government.
- Director of Fundraising for constituency association Election Committees during provincial and federal election campaigns.
- Possesses extensive knowledge in compliance concerns, risk management, and corporate policy; holds a degree in Philosophy with a focus in Business Ethics.



# Our Team & Advisors

## ADVISOR

### Kyle Wiltshire

- Founder & CEO of Jigentec, a Cloud Infrastructure provider, focusing on Asia Pacific Markets.
- As CTO, built, raised funding, and exited a leading Real Estate Portal in the Philippines.
- Active Angel Investor.
- Experience in a diverse set of industries including Online Gaming, Music, Energy, Real Estate and Self-Help.

#### PREVIOUS EXPERIENCE

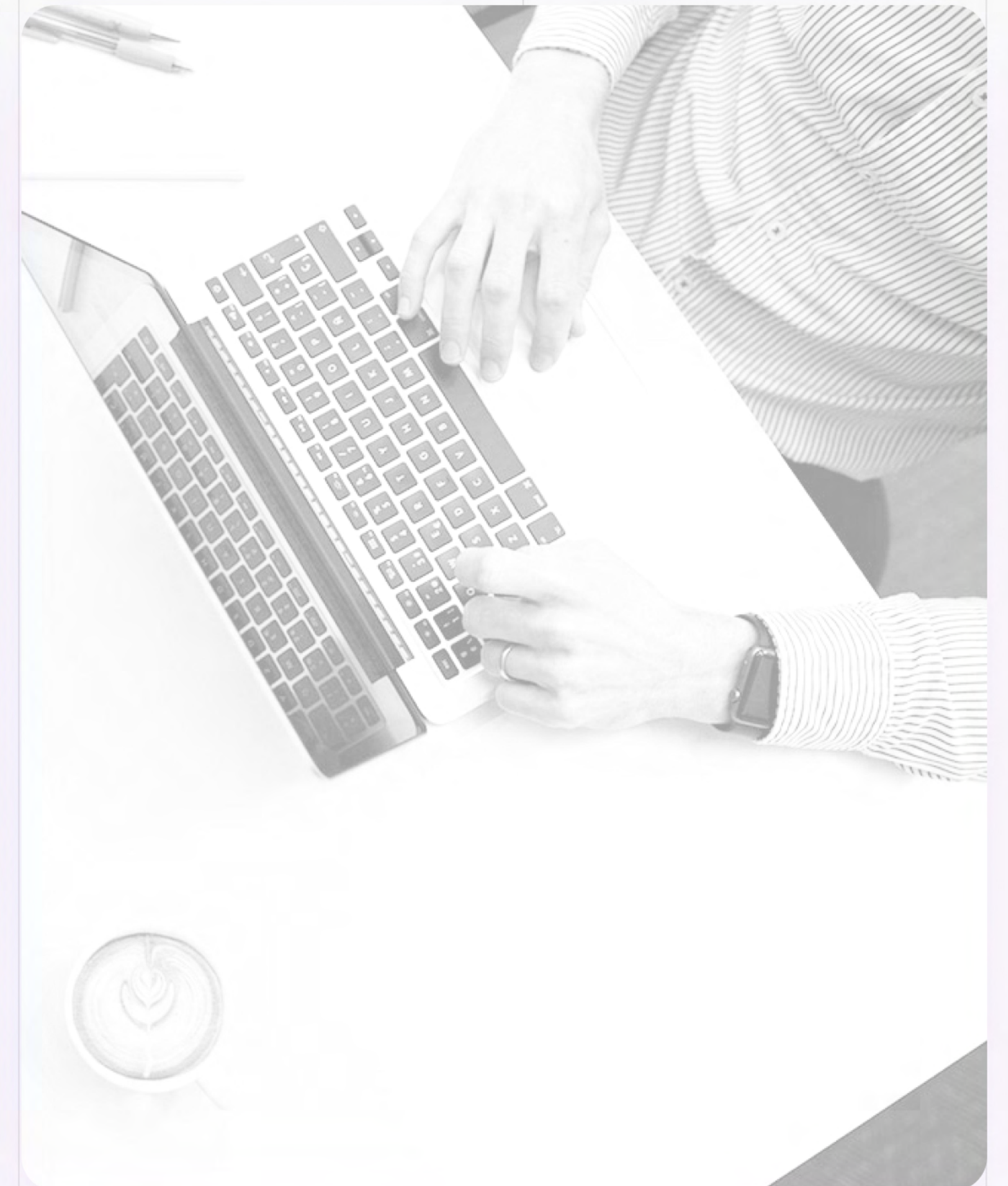


## ADVISOR

### Richard Forsyth

- 12 years of Operations Management and Development experience.
- Previously an Operations Manager for Walmart, and a Berkshire Hathaway portfolio company – Larson Juhl.
- Specializes in Efficiency Planning and Execution.
- Relevant experience implementing effective OKR's to drive material change in operational efficiencies, driving value creation across the organization.

#### PREVIOUS EXPERIENCE





# Let's Grow Together

[maykercapital.co](https://maykercapital.co)