

Private Market Labs Fact Sheet

Private Market Labs' mission is to provide entrepreneurs of all backgrounds with clear pathways to business ownership.

Private Market Labs...

Offers the largest platform for smarter, faster, and more efficient M&A transactions in the small business marketplace.

- o Combines the most comprehensive list of active deals in the industry with 75,000+ and growing.
- o Geared towards the end-to-end small business acquisitions process.
- o Offers better connections, saving buyers time and money with data that is aggregated, cleaned, updated, and normalized.
- o It gets its data through sell-side partnerships, intermediary data connections, and feeds from thousands of websites on a regular basis.
- o Applies a patent-pending technology that allows for precision matching as buyers share criteria in natural language and receive top broker and deal recommendations that precisely fit their goals.

Company Profile

An independently held Austin-based business started in 2021 is quickly becoming a pioneering M&A expert. It offers an AI platform that provides the most efficient method of acquiring small businesses in the marketplace.

The company was founded by Josh Levine and Titus Capilnean when the two started off looking to buy a main street business with strong cash flows. Coming from tech and finance backgrounds, they found the M&A process to be low-tech, siloed, and complicated. So, they decided to shift gears and use our entrepreneurial skills to build the support system they wish existed when starting out.

No other company can match PML's extensive database or its ability to better match buyers with brokers through its thesis-driven platform. "What also makes us stand out, is that we create connections based on investment thesis, rather than personal networks. This expands the potential pool of potential acquisitions and helps more diverse entrepreneurs and investors access the opportunity of small business ownership."

Key Staff

- o *Chief Executive Officer and Co-Founder*
Josh Levine

- o Chief Product Officer and Co-Founder
Titus Capilnean

Products/Services

Private Market Labs connects a broad audience of people looking to invest in small businesses with a network of deals, brokers, service providers and capital sources. The platform presents an extensive, clean, and streamlined view of the small business acquisition universe, sourcing data through sell-side partnerships, intermediary data connections, and feeds from thousands of websites on a regular basis.

Its process ensures every piece of information is accurately captured and ready to use, laying the groundwork for its extensive database of over 75,000 active deals and 25,000 brokers.

Private Market Labs has a dual advantage with its top-in-class dataset and advanced patent-pending matching process.

For Buyers

Private Market Labs offers end-to-end services for the entire business acquisition journey.

- SEARCH: Matching with deals and sell-side advisors that meet a precise investment thesis
- FINANCE: Access to capital providers with search strategy experience, including lenders and equity investors.
- DUE DILIGENCE: Connect Pre-LOI, LOI and due diligence service providers to set up a successful acquisition.

For Intermediaries

Designed to serve sell-side advisors, Private Market Labs helps intermediaries expand their reach without sacrificing confidentiality. With its proprietary technology, Private Market Labs matches intermediaries with the right qualified buyers so they can focus on making deals.

It currently has about 25,000 brokers in the dataset, the only company in the marketplace that does broker matching based on tendency.

Industry Partners

Transworld, Live Oak Bank, FIB, DueDillio, Fetch Strategies and Our WAEE.

Pricing

Buyers' subscriptions are only \$49 / month and brokers may join for free.

Contact Information

[Website](#)