



# Firm Overview

**STEER Partners** is a boutique strategy consulting firm advising mid-market private equity sponsors, portfolio companies, and corporate clients. Through our targeted, primary research-based approach, we provide market insights and actionable results to support growth and investment strategies.

## CORE SERVICES

### Commercial Due Diligence & Buy-Side Market Studies

We partner with investors to validate investment theses, examine tailwinds and underlying drivers, prioritize growth avenues, and mitigate uncertainty or risk.

**2 to 4 weeks**

*Typical Timeframe*

### Sell-Side Assessments

We address potential investor questions, while framing the company and market from an independent perspective, to best position the asset for future growth and eventual exit.

**4 to 6 weeks**

*Typical Timeframe*

### Portfolio Company Support & Strategic Growth Engagements

We work with management and investors to analyze company and external market data to prioritize growth avenues, such as acquisitions or product / service expansions.

**6 to 8 weeks**

*Typical Timeframe*

## AREAS OF ANALYSIS



### Market Dynamics

- Market Sizing & Segmentation
- Market Growth & Underlying Drivers
- Penetration & Whitespace Analysis
- Demand Mapping
- Growth Opportunities
- Adjacent Market Identification



### Competitive Landscape

- Competitive Landscape Overview
- Market Share & Positioning
- Competitive Profiling & Mapping
- Acquisition Identification & Prioritization
- Competitor Feedback & Differentiation
- Proactive Deal Sourcing



### Market Feedback

- Voice of the Customer (VOC)
- Company & Consumer Feedback
- Utilization & Trends
- End User Decision Process & Selection Criteria
- Sales & Marketing Effectiveness

## APPROACH

Each engagement is a collaborative and tailored process to meet client needs. We leverage a multitude of data sources, both primary and secondary, to analyze markets and draw conclusions. We specialize in developing proprietary datasets through various research methods and can efficiently generate insights, even in niche industries.



- Customer & End-User Interviews
- Competitor, Expert & Key Stakeholder Interviews
- Web Surveys –Market, Consumer & Customer Executives



- Internal Company Sales Data
- Web-Scraping - Products, Reviews & Competitor Mapping
- Publicly Available Data Sources

## INDUSTRY EXPERTISE

We leverage our deep industry expertise derived from over 500 engagements to promptly familiarize ourselves with the specific market characteristics and generate differentiated insights across a variety of industry verticals and niches.



### BUSINESS SERVICES

- Tech-Enabled Services
- Software
- BPO Services
- Distribution & Logistics
- Education Services
- Financial Services
- Marketing & Advertising



### CONSUMER

- Internet & E-commerce
- Home Services
- Food & Beverage
- Pet Products & Services
- Franchises
- Personal Care Products
- Travel & Recreation



### HEALTHCARE

- Healthcare IT & RCM
- Patient Engagement
- Clinical Services & Staffing
- Healthcare BPO
- Homecare Services
- Medical Devices
- Pharma & Life Sciences



### INDUSTRIAL

- Automation
- CapEx & MRO Services
- Manufacturing
- Packaging
- Power T&D Products
- Industrial Logistics
- Heavy Equipment

## SELECT EXAMPLES OF CLOSED TRANSACTIONS

Market Due Diligence for



Regarding its acquisition of



Market Due Diligence for



Regarding its acquisition of



Market Due Diligence for



Regarding its investment in



Market Due Diligence for



Regarding its investment in



Pharmaceutical Compounding

Sell-Side Market Assessment for



Regarding its sale to



Specialty Dry Food Ingredients



STEER Partners was founded in 2011 by former senior practitioners at top-tier consulting firms, including Monitor Group, Ernst & Young, PwC, and A.T. Kearney. We have advised on over 500 engagements over the past decade on both a domestic and international scale.

Our project teams are structured on a case-by-case basis keeping our client's key issues in mind. Our partners lead engagements throughout the process and work closely with project managers, consultants, associates, and research analysts.

Our entire project team is located in our Boston office, with 100% of our research and analysis conducted in-house.

#### Why choose STEER Partners?

We pride ourselves on being nimble and quickly adapting to the evolving needs of our clients. Our collaborative process allows for constant contact and real-time updates. We have the experience and tools to help you drive your process forward.