

GREYWING CAPITAL

CONSUMER TRANSFORMATIONS

Greywing Capital is an independent sponsor investment firm seeking to own and partner with a few companies to transform their industries and achieve the next level of profitability and growth.

LEADERSHIP



Neil Houghton, Jr
Managing Director

Prior to establishing Greywing Capital, Neil served as a Partner at the Boston Consulting Group in the consumer and retail practices, helping Fortune 500 teams drive profitable growth and execute large-scale transformations. Neil also worked at Bain Capital in the LBO group acquiring retail and consumer companies. Neil holds an MBA from Harvard Business School and a bachelor's degree in economics from Bowdoin College where he graduated magna cum laude.

NEIL HOUGHTON

FOCUS

Profile

- \$1M to \$10M EBITDA
- Significant opportunity in the future
- History of profitability
- Strong position today
- Majority stake available

Sectors

- Food & beverage (restaurants, brands, distribution, processing)
- Consumer services (gyms/fitness, multi-unit, home services, subscriptions)
- Consumer goods (food, CPG, durables)
- DTC, e-commerce, internet retailing, marketing
- Broader focus in VA, MD, DC, DE or PA

WE HELP CREATE VALUE

Strategic



We bring a strategic, not just financial, perspective. We understand the dynamic of consumers, competition, offerings and business models – and use this knowledge to unlock value.

Focused



We seek to partner with just a few select companies to help them grow and achieve outstanding results.

Supporting Change



Building outstanding companies takes discipline, teamwork, and time. We will help guide and support the right change initiatives to add value over the long term.

Experienced



20+ years in helping Fortune 500 and mid-cap consumer companies with their toughest strategic and transformation challenges.

CONTACT



Greywing Capital, LLC
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Actively Seeking Platforms – lead hypotheses (2023)

1

Restaurant chains

(especially emerging fast casual, coffee, brunch, local (DC), polished casual)

2

Foodservice distribution

(especially produce, specialty, ethnic, floral, and seafood)

3

Gyms/Fitness

(especially specialty, climbing, online and multi-unit)

4

DTC

(especially high loyalty / recurring purchases)

5

Vending / coffee / micro-markets

(especially at scale or a differentiated concept)

6

CPG “Misfits”

(importers, specialty foods, etc.)

7

DC-Baltimore-PA Local

(unique businesses / gems)

Also on the lookout for a platform in:

- Select unique consumer niches (aquaculture, realtors, berry processing, eyeglass retailing, etc.)
- Professional services (data analytics, recruiting, consulting)
- Routed or recurring services

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