AN AI COMPANY · PARTNERSHIPS TEAM · CONFIDENTIAL

Private Equity Partnership Strategy

1–3%

Of CPG revenue drained by retailer deductions annually — and the company is the solution PE Operating Partners have been waiting for.

A go-to-market plan for the company's partnerships team: how to reach PE Operating Partners and win CPG portfolio companies at scale. No existing industry contacts required.

MAY 2026



The PE Buyer Map

Who holds the mandate and how the company gets in without existing industry contacts

THE RIGHT BUYER

Operating Partner / Value Creation Team

Compensation is tied directly to EBITDA expansion. Mandated to recover margin without adding headcount.

OPERATING PARTNER · VP PORTFOLIO OPS · HEAD OF DIGITAL · VP SUPPLY CHAIN · CPO

THE EBITDA MANDATE

The 3–5 year value creation clock



Acquisition | 100-Day Plan | EBITDA Expansion | Exit / IPO

"We add X basis points of EBITDA before your hold period ends." For a $500M portco, this is $5M–$15M in recoverable margin.

ENTRY PATHS — NO CONTACTS REQUIRED

HIGHEST PRIORITY

BluWave: PE's curated vendor directory. Register the company as the AI-native CPG financial ops solution for automated lead gen.

WARM PATH

a16z Portfolio Network: Portfolio network team runs PE executive roundtables as a core function. Request a 15-min brief with a current-customer EBITDA deck. They introduce the company into General Atlantic and Blackstone Growth at no cost.

SCALABLE

Direct Outbound: Target Operating Partners at Tier 1 firms. Lead with the free 48-hour deduction audit offer.

DATA-DRIVEN

Grata / Finquest: Filter for PE-backed CPG brands in the 100-day plan phase — these are highest-urgency buyers.

Target PE firms

Who they are, what they own, and which titles to find on LinkedIn

TIER 1 · HIGHEST PRIORITY — EXISTING VALIDATION + WARM PATH

LIVE CUSTOMER

a current private equity firm

Personal care, household CPG · Boston, MA

Owns several well-known consumer brands. A current portfolio company is already live with the company — use it as the wedge to scale across their entire portfolio.

WHO TO CONTACT

Operating Partner – Consumer · VP Portfolio Operations

TOP TARGET

TSG Consumer Partners

High-growth mid-market CPG · San Francisco, CA · $10B+ AUM

Quest Nutrition, Deva Curl, Revolve. Heavy brick-and-mortar retail across portfolio — prime deduction leakage exposure at every single portco.

WHO TO CONTACT

Operating Partner – Supply Chain or Finance · Portfolio CFO

TIER 2 · A16Z-ADJACENT — WARMEST SCALE PATH

A16Z INTRO PATH

General Atlantic

Growth equity, consumer + tech · New York, NY

Consumer growth team backs mid-to-large cap brands. Direct a16z network connection — entry via Market Development intro.

WHO TO CONTACT

MD/Principal – Consumer Team · Operating Partner

A16Z INTRO PATH

Blackstone Growth (BXG)

Growth equity, consumer/retail · New York, NY

Growth equity arm targeting high-revenue consumer brands. Large portcos = large deduction volume = highest ROI for the company.

WHO TO CONTACT

Operating Partner – Consumer · Value Creation Lead

TIER 3 · PURE-PLAY CPG SPECIALISTS — HIGH FIT, COLD OUTBOUND

L Catterton

Global · $35B AUM

Largest consumer-focused PE globally. Massive brick-and-mortar portfolio exposure.

Butterfly Equity

Food & Beverage · Los Angeles

Food/bev-only focus. Every single portco is the company's exact ICP.

Vestar Capital Partners

Consumer / F&B · New York

Deep consumer and food portfolio. High distribution complexity, high deduction exposure.

The Free Deduction Audit Play

The highest-converting entry tactic — zero friction, immediate proof of value to any Operating Partner

THE OFFER

Free automated review of 30 days of retailer deductions

Delivered in 48 hours. No commitment. No integration. Just a deduction export file.

WHY IT WORKS

Zero-friction proof of value

Operating Partners have nothing to lose. The moment they see the recoverable dollar amount, urgency is created by data — not the pitch.

One audit converts more reliably than any outreach sequence.

"Millions in recoverable revenue identified. This is the case study that opens every PE door."

HOW TO RUN THE PLAY

01 Identify the target portco
Use Grata/Finquest for PE-backed CPG brands (18-month window).

02 Make the audit offer
LinkedIn outreach to Operating Partners: '48-hour recovery estimate.'

03 Deliver the number and close
Deliver a branded one-pager. The number closes the deal.

LIVE CUSTOMER PROOF POINT: A CURRENT PORTFOLIO COMPANY

17,000	24 hrs	2 yrs
deductions reviewed	to complete audit	labor saved

Where to show up + 90-day plan

Upcoming conferences, peer communities, and the execution sequence

UPCOMING CONFERENCES (2026)

JUNE

SFA Fancy Food Show

June 22–24 · NYC

Largest specialty CPG show. Heavy PE Operating Partner presence.

JUNE

SuperReturn International

June · Berlin

Global PE gathering. Target consumer fund breakout sessions.

SEPT

GroceryShop

Sept 7–10 · Las Vegas

PE operators + retail deduction teams. Perfect dual audience.

SEPT

Natural Products Expo East

Sept · Philadelphia

High density of recently PE-acquired natural brands.

ALWAYS ON

ACG PE C-Suite Network

Ongoing · NYC, Chicago, Dallas

Direct access to PE Operating Partners.

PEER GROUPS & COMMUNITIES

Startup CPG: Largest operator community online + IRL.

CGT Network: CPG finance and supply chain tech focus.

SKU Accelerator: Advisors mentor PE-backed portcos.

90-DAY EXECUTION PLAN

Week 1–2: Build a current-customer one-pager. Register on BluWave.

Week 3–4: Brief a16z team. Launch LinkedIn outbound (200 OPs).

Month 2: Join ACG PECS. Register for major shows. Build portco list.

Month 3: Expand a current firm's portfolio. Target Finquest acquisitions.

Who to reach and how

LinkedIn title targeting by role — PE firm level and portco level

AT THE PE FIRM — MANDATE & SIGN OFF

Operating Partner – Consumer
Primary target. Owns EBITDA improvement across portfolio. Direct budget authority.

Operating Partner – Portfolio Operations
Oversees operational efficiency. Owns vendor standardization initiatives.

VP Portfolio Operations
Executes the OP agenda. Often the day-to-day contact before escalation.

Head of Value Creation
Chartered for margin recovery. Deduction audit is a direct match.

Head of Digital Transformation
Sponsors AI-native tooling. Can create standardized rollout at scale.

AT THE PORTFOLIO COMPANY — PROBLEM OWNERS

VP Finance / CFO
Owns P&L; feels deduction leakage directly. Signs off on audit.

Controller
Runs reconciliation process. Best person to run free audit internally.

VP Supply Chain
Deductions hit supply chain budgets. Flags problem to PE leadership.

Director of Trade Promotion
Manages retailer relationships. Knows which disputes are worth fighting.

Head of Revenue Management
Owns net revenue realization. Deduction recovery is a core KPI.

LINKEDIN SEARCH STRINGS

PE FIRM OUTREACH

"Operating Partner" + "Consumer" → filter by firm name

PORTCO COLD OUTREACH

"VP Finance" OR "Controller" → filter by portco name from Grata/Finquest

PORTFOLIO OPS ACCESS

"Head of Value Creation" OR "Portfolio Operations" → filter by PE firm