Silverback Ventures

Our recommended position, ethos, message, and content strategy for Silverback Ventures, with Mike Maszy as the operator inside it. The thinking behind each call, and what it sets up.

What's in this deck

Each section reflects Mike in his own words, then states our recommendation and why. Every quote carries the call it came from.

01	Foundation	The pause, what we heard, the record, and the goals
02	Audience	Two readers, and which one the homepage is written to pass first
03	Positioning and ethos	One position for the company and the operator, the product architecture, the beliefs, the approach, and the idea to own
04	Expression	What the brand is, and how it sounds
05	Content and activation	The pages, and what comes next

Why we held back on the site

A finished site sat in front of you in February. What we saw then, and everything that has moved on the calls since.

WHAT WE SAW

- The site read as Mike's personal platform. Both readers were reading him, not Silverback Ventures.
- The copy was healthcare-only and, in his words, "a little too venture startup-y" for a buyer of established companies.
- The founders and investors pages were "15, 20 degrees off," and the independent sponsor label meant nothing to anyone outside PE.
- Credibility lines ran ahead of what he'll stand behind: leading an IPO, past deals, guiding principles he didn't recognize.
- The thesis hadn't settled. He'd "got out the gate a little too soon," and in February feared the site would close doors with capital providers and brokers before a first deal.

WHAT CHANGED ON THE CALLS SINCE

- A company site for Silverback Ventures. Mike is one section and one interior page. The book is deferred. AUG 25
- Manufacturing leads, across every niche he named on page 9, with healthcare as the deepest experience. AUG 25, 28
- From independent sponsor to family office: the broader frame, functioning deal by deal, and outside financing fine to be known. AUG 25, 28, SEP 10
- Two readers, named: owners retiring without a successor, and PE capital providers, bankers and brokers, who can't be turned off on the landing page. AUG 28
- The screen the site states: one to five million EBITDA, growing and profitable. First deal close to home, and he may run it himself. AUG 25, 28, SEP 10
- Credibility stated precisely: leadership team, companies named from his LinkedIn, and the line he's comfortable saying, zero to a billion. AUG 28, SEP 10
- Consulting and advising, and the early-stage portfolio, stay as dropdowns under About. Nothing hidden at launch; six tabs. AUG 28, SEP 10
- Depth rule: a honeypot that starts conversations. A Book a Call button, a coming-soon page now, and live by the October 27 conference. AUG 28, SEP 10
- Visual: keep the wordmark and logo, minimal, trustworthy, professional, bold. SEP 4

What we heard, and what it means

Four findings from the re-kickoff and the discovery call, each pointing at a decision below.

COMPANY, NOT PLATFORM

"I'm looking more for a company kind of website... I'm not really looking for my own personal platform."

AUG 25

→ Silverback Ventures is the brand. Mike is one section of the homepage and one interior page.

LABELS

"[Independent sponsor] is the correct term, but nobody that's not in private equity knows the hell it means."

AUG 28 · ON THE LABEL USED IN ROUND ONE

→ Family office is the frame, agreed on the September 10 call: broader than independent sponsor, wider deal flow, still functioning deal by deal. Counsel confirms the wording, and the size of his capital is never stated. The site says what he does: acquiring and growing established businesses.

BROADER THAN HEALTHCARE

"I need to be a little broader than just healthcare companies."

AUG 28

→ Lead with manufacturing: high-precision, regulated work. Healthcare supply chains are his deepest experience; aerospace, defense and industrials are evaluated against that capability. Service businesses are looked at privately, not headlined. His frame for all of it: the backbone of America.

WHERE THINGS STAND

"I can't get a website up soon enough. I meet with people all the time."

AUG 28

→ Say the stage plainly: a site live before the conference beats a perfect one later, and a coming-soon page goes up now.

YOUR WORDS

"I'm giving you an unfiltered, unvarnished 10, 20-year plan, and I think the website needs to focus more on the next two to three years."

RE-KICKOFF · AUG 25, 2026

The record

Twenty five years of professional work in manufacturing and medical devices, on top of a family business he worked in from the time he was a kid: about forty years in all. One line runs through it: get inside the operation before claiming anything about it.

EARLY

FAMILY BUSINESS

His father started an imported auto parts business in the 70s. Mike stocked shelves, built the warehouse additions and worked on the cars. His parents struggled to find a buyer; his brother later sold a business well. Two views of succession, neither a Silverback result.

UNIVERSITY OF FLORIDA

Industrial and systems engineering. The Medtronic internship was the only one he was offered, and it set the path.

MEDTRONIC

Ten years: five as a manufacturing engineer (molding, machining, assembly, ultrasonic welding), five running engineering and new product development groups. Moved one business unit's manufacturing from California to Ireland.

WHARTON

MBA, earned while working in medical devices.

SCALE

TRIVASCULAR AND ENDOLOGIX

Startups from zero to about eighty million in revenue, then a merger to two hundred million. On the leadership team through an IPO.

SHOCKWAVE MEDICAL

Twelve million toward a billion in revenue, on the leadership team. He built the operating infrastructure and left before Johnson and Johnson's $13.1 billion acquisition closed.

SILVERBACK VENTURES · NOW

Eighteen months of working deals, two in progress now. Clear Path Cardio: co-founder and its first CEO, now Chairman with a hired CEO running it, a Mayo Clinic partnership, raising this fall. A venture portfolio of more than twenty companies. Paid diligence and operations advisory work for VC firms and startups.

Three goals, and what sits beside them

Say what's being built toward, in his numbers, and name the things that are real but not what this site sells.

LAUNCH

The Silverback Ventures site live by the October 27 conference. A coming-soon page goes up now; homepage copy by October 1, then design and the full build.

FIRST DEAL

Secure the first acquisition. The site states one to five million in EBITDA. Multiple companies over time, not a number promised up front.

GROUNDWORK FOR CONTENT

Lay the groundwork, not a publishing schedule: a LinkedIn kit, and a newsletter Mike writes himself on manufacturing coming back to the US once the site is live. The cadence is his.

ALSO REAL, NOT WHAT THE SITE SELLS · CONSULTING AND ADVISING AND EARLY-STAGE INVESTING SIT WITH MIKE'S PERSONAL BRAND, NOT SILVERBACK'S. THE BOOK A CALL BUTTON COVERS GENERAL INQUIRIES AND PAID ADVISORY CALLS, WITH PAYMENT INTEGRATION BEING INVESTIGATED. A PROVISIONAL CONSULTING CEILING KEEPS IT FROM CROWDING OUT THE FIRST DEAL. A FUND, IF NO DEAL CLOSES IN SIX MONTHS: HIS OWN PLAN B, AND A FUND NARRATIVE STAYS OUT OF THE LAUNCH.

YOUR WORDS

“I'm looking to buy one to five million in EBITDA.”

RE-KICKOFF · AUG 25, 2026

Who *reads this site*

Two readers, confirmed on the September 10 call. The capital provider validates first, the owner decides. The homepage is written to pass the first read; the owner's page carries the pitch.

VALIDATES FIRST · THE CAPITAL PROVIDER

Private equity capital providers, SBIC lenders, bankers and brokers. His near-term requirement, and the reader he can't turn off on the landing page. They need a professional site and one consistent story. There is no “for investors” page: he can't represent himself as raising funds, so the homepage credibility layer does that job.

DECIDES · THE OWNER

Business owners seeking a trusted successor: ready to retire with no family to hand the company to, or none they trust, who don't want formal private equity. One to five million in EBITDA is what the site states; revenue, five to thirty million, is context. Manufacturing leads, in the niches on page 9. About half are family businesses. He's the reason a deal exists.

LISTENS IN · THE NETWORK

VC firms and startups that call him for diligence and operations advice, and engineers and doctors with a new device idea. Plus the early-stage community he invests in, including Band of Angels and Wharton connections.

YOUR WORDS

“The near-term requirement I have is a professional website that's coherent enough to validate myself to private equity capital providers.”

RE-KICKOFF · AUG 25, 2026 · AND ON AUG 28, ASKED WHO COMES FIRST ON THE LANDING PAGE: “I CANNOT TURN OFF THE PRIVATE EQUITY BROKER GUYS.”

Enter *Silverback Ventures*

For owners of lower middle-market manufacturing businesses deciding whether to sell, and to whom, Silverback Ventures is the buyer who has run the operation. Twenty five years scaling regulated manufacturing and medical device operations from the inside is not a credential you can fake, and it reads the same to the capital provider checking him out.

OPERATOR · FOUNDER · ADVISOR

Twenty five years in regulated manufacturing and medical devices, on the leadership team of companies that went from startup to IPO and, put together, from zero to a billion. Founder of Silverback Ventures. Advisor to VC firms and startups on diligence and operations.

YOUR WORDS · THE TAGLINE

“When you put them all together, I've gone from *zero to a billion*.”

STRATEGY CALL · SEP 10, 2026

One position, two parallel tracks

The line works because it runs both ways: as Silverback Ventures, and as Mike.

SILVERBACK VENTURES, THE COMPANY

Acquires and grows established businesses in the niches he named, one deal at a time.

- Healthcare manufacturing: OEMs, suppliers, machine shops, molding companies · AUG 28
- Healthcare services: testing, environmental, sterilization · AUG 28
- Aerospace and defense, drones included · AUG 25, 28
- Industrials and Main Street manufacturing, the backbone of America · AUG 25, 28
- Service businesses around all of it · AUG 25
- Production coming back to the US: devices, pharmaceuticals, defense · AUG 28

The thread through every one, in his words: high quality, high precision, highly regulated. Silverback is the primary arm: acquisitions paired with capital partnerships per deal. Consulting is cash flow, not a third arm.

MIKE, THE OPERATOR

Twenty five years running operations, the throughline that survives whatever Silverback becomes next.

After a close he either leads the company himself or puts the management in place to execute; every company is operated, not just financed. Early-stage investing and advisory sit with his personal brand, framed as the career evolution toward private equity, and stay bounded so they never become the business he's leaving.

Product architecture

Two arms today, one flywheel over time. From the product strategy, agreed with Mike on September 10.

LAYER	WORKING EXPRESSION	ROLE AND STATUS
Master platform	Silverback Ventures	The existing umbrella. The company leads the public presentation; working descriptor: acquiring and growing established businesses in the niches he named.
Primary arm	Business Acquisitions and Capital Partnerships WORKING TITLE, OPEN FOR A BETTER NAME	Buy established businesses with one to five million in EBITDA, with equity partners and lenders brought in per deal. Current priority.
Secondary arm	Early-Stage Investing and Advisory DROPDOWN UNDER ABOUT	Selective investment and advisory in startups, separate in capital and risk. Twenty-plus companies, Clear Path Cardio among them (co-founder, first CEO, now Chairman). Decided Sep 11: told as his move up the business maturity continuum, from new startups to established, cash-flowing businesses.
Authority	Mike Maszy	Operating leader. His record supports confidence in Silverback; used on About and in anything he authors.
Working mechanism	Understand. Prioritize. Execute.	Internal shorthand for how he looks at a business (page 12). Not claimed as proprietary.
Supporting cash flow	Consulting and Advising	Existing paid work, booked through the Book a Call button. Not a third arm, not a required step toward an acquisition, and bounded so it never becomes the business he's leaving. Advisory terms and descriptions get a legal check before they go on the site.
Where it's headed	The intersection of private equity and venture capital	His framing: the PE businesses provide the cash flow, the capabilities and the flywheel to drive new ventures and even bigger returns. The studio (machining, molding, design and development under one roof) is one expression of that. Not visible for a couple of years, so the site stays on the next two to three.

DISTINCT RELATIONSHIPS · THE OWNER SELLS A BUSINESS. A LENDER SUPPLIES DEBT; AN EQUITY PARTNER INVESTS ON NEGOTIATED TERMS. A CONSULTING CLIENT BUYS EXPERTISE. A STARTUP MAY TAKE HIM AS AN ADVISOR AND, SEPARATELY, AN INVESTMENT. NEITHER ARM IS A STEP INTO THE OTHER. ONE DIRECT CONVERSATION IS THE ENTRY POINT FOR ALL OF IT.

Core beliefs

Six convictions from the calls, tightened so they can stand as quotes.

KEEP YOUR WORD

“Honesty, and doing what you say you're going to do. Every interaction comes down to making a commitment to somebody and keeping it, or being honest when you can't.”

DISCOVERY 1 · JUN 26, 2025

DO YOUR BEST

“Excellence is trying your best every day: not giving up, and getting back up when you get knocked down.”

DISCOVERY 1 · JUN 26, 2025

FIGURE IT OUT

“Step one is knowing you can do anything. Then you figure it out.”

DISCOVERY · AUG 28, 2026

MAKE THE TEAM BETTER

“Put me on your team and the team gets better. That's something I work at on purpose.”

DISCOVERY 1 · JUN 26, 2025

OWN YOUR OWN THING

“I'd rather run my own thing and control my own destiny.”

DISCOVERY 1 · JUN 26, 2025

KEEP WHAT'S GOOD

“We don't just want to know your financials. We want to know you, your business and what makes it work, keep all the good, and take it to the next level.”

DISCOVERY · AUG 28, 2026

YOUR WORDS

“Integrity first, service before self, and excellence in all you do.”

DISCOVERY 1 · JUN 26, 2025 · BORROWED, AS HE SAYS HIMSELF, FROM THE AIR FORCE

Evolving approach

His method, confirmed on the August 28 call in his own words. This is the spine of the About page, and it runs at the depth he set: enough to start a conversation, not a course.

CONSTRAINTS FIRST

“It largely revolves around theory of constraints: what's currently holding you back, and then you've got to fix it... knowing what needs to be fixed now and what can be fixed later, and in what order.”

DISCOVERY · AUG 28, 2026 · THE PRODUCT STRATEGY'S SHORTHAND: UNDERSTAND, PRIORITIZE, EXECUTE. NOT CLAIMED AS PROPRIETARY.

WHAT HE LOOKS AT

- The product or service, and the moat around it
- The customers, or the patients
- Business model and cost structure
- IP, proprietary process, trade secrets
- Where it can blow up: risk, go-to-market, where new customers come from
- Team depth and the blind spots

WHAT HE BRINGS

- Structured problem solving: DMAIC, Six Sigma, lean
- Sales and operations planning
- Margins: labor, overhead, productivity, yield
- Fresh eyes on a business the owner has looked at for twenty years

HOW A CONVERSATION GOES

- Coffee, a tour, lunch. Documents in stages.
- Then financial diligence: CIM, P&L, balance sheet, cash flow, tax returns, receivables and payables
- After a close, the first ninety days are the team, the business, the customers

DEPTH RULE, HIS · “A HONEYPOT THAT TEASES PEOPLE JUST ENOUGH THAT THEY WANT TO HAVE A CONVERSATION.”

Experience backing experience

The thesis line from the 2025 kickoff series, kept as a supporting idea, not a product name; the name itself says the same thing. Working line: buy the backbone, build the next chapter.

DESTINATION

A world where owners of the businesses nobody's bidding on get an operator successor instead of a stranger, a spreadsheet, or a roll-up that strips what made the business work.

01	02	03	04
Run the floor	Scale it	Buy the company	Run it like you built it

THE NAME AND ITS MEANING

- SV: a callback to his years in Silicon Valley.
- Silver: capital, money, investment.
- Silver: experience, wisdom, credibility as a buyer.
- Silver: respect for owners with that experience who are ready to move on.
- Back: capital and experience put behind the companies he buys. His phrase to test: join the troop of silverbacks.

HELD AS INTENT, NOT A PROMISE

Steward is the intent, never written as an absolute, because the capital provider reads the same page: “I don't want founders thinking I'm going to buy their company and part it out. That wouldn't be the initial play.”

YOUR WORDS

“Can I be the son they never had that takes their legacy and makes it a national, global powerhouse? I'd love to do that.”

DISCOVERY · AUG 28, 2026 · IN COPY, HIS SEP 10 WORDING: THE SUCCESSFUL, COMPETENT SON THEY NEVER HAD

What it is, and how it sounds

Four lines that define the brand and their opposites, then four lines from the calls and four we'd never publish.

THIS BRAND IS

- An operator who has run the operation.
- A family office building a portfolio one company at a time.
- Buying at one to five million of EBITDA, off-market and through brokers alike, with partners and lenders brought in per deal.
- A steward playing the long game, willing to run the first company himself.

THIS BRAND IS NOT

- A passive check-writer sitting on the sidelines.
- A fund raised before the deal is found.
- A venture fund. PE and VC are different disciplines, in his words.
- A roll-up buying and stripping many companies fast.

SOUNDS LIKE HIM

- *"[Independent sponsor] is the correct term, but nobody that's not in private equity knows the hell it means."*
- *"They need to see something that's very professional. And a consistent story."*
- *"Just closing a deal or the wrong deal is not a good measure of success."*
- *"They need to look at it and think: he's real. And wow, it looks like he spent some money on his website."*

DOES NOT SOUND LIKE HIM · invented for contrast, never published as his

- "Silverback Ventures leverages synergistic value creation across the lower middle-market ecosystem."
- "We are pleased to announce our proprietary approach to sourcing off-market opportunities."
- "Thrilled and humbled to announce this next chapter!"
- "Positioned to disrupt the lower middle-market."

HARD LINES · THE SIZE OF HIS PERSONAL CAPITAL IS NEVER STATED OR IMPLIED, IN EITHER DIRECTION. NEVER HIS PERSONAL PLATFORM. NO PAGE SOLICITS INVESTORS. NO ABSOLUTE PROMISES. NOTHING THAT READS AS WRITTEN BY AI.

What the site has to carry

Six tabs at launch, nothing hidden: Home, Business Acquisitions, About (with the two dropdowns), Contact. Anything awkward once the whole site is up can be pulled.

PAGE	WHAT IT DOES	READER
Homepage	Silverback Ventures and the acquisition of established manufacturing businesses. The one to five million EBITDA target and sectors, a short account of Mike's operating background, a “discuss selling your business” path, and the Book a Call button.	Capital provider first, owner second
Business Acquisitions WORKING TITLE, OPEN TO A BETTER NAME	Fit, the wish to understand the owner and the business, and a short journey from conversation to evaluation to a possible transaction. No fixed financing structures, diligence lists or closing dates.	Owner
About	One arc: family business, manufacturing and leadership, then angel investor to acquirer, up the business maturity continuum. Verified companies, roles and contributions; one human detail. After launch, outside the October build: an optional meet-the-team block for the partners he works with under NDA and consulting agreements.	Both
Contact	A brief form and one Book a Call button that bridges all his work, PE and venture: “Have a company you want Mike to look at?” Paid booking for advisory calls is pending Anton's confirmation that the link can take payment. Financials move through a private exchange, never a site upload.	All
Consulting and Advising DROPDOWN UNDER ABOUT	Diligence, capacity, quality and scaling decisions. Rates appear only if the paid booking goes live. Not an entry point to an acquisition. Advisory terms and descriptions get a legal check before they go on the site.	Network
Early-Stage Investing DROPDOWN UNDER ABOUT	Experienced, proven angel investor: twenty-plus investments, deal flow run for a storied angel group, Clear Path Cardio, once permissions are verified. Told as the move from new startups to established, cash-flowing businesses.	Network

NOW · A COMING-SOON PAGE AT THE DOMAIN, BEFORE ANY OF THE ABOVE. HE ASKED FOR IT ON AUG 28 BECAUSE HE MEETS PEOPLE EVERY WEEK.

What happens next

Your notes on this document first. Then two calls, both presented live so the feedback happens in the room.

01 · NEXT UP · BY OCTOBER 1

Homepage copy

Written from this strategy, walked through with you live, and revised from what you say on the call.

02 · THEN · FULL SITE LIVE BY OCTOBER 27

Homepage design

The approved copy laid into the elevated design system, with your wordmark and logo as they are. Then the interior pages and the build.

"Strategy is a set of choices about what to do, and just as much, *what to refuse.*"