# Website *Sitemap*

Silverback Ventures

PREPARED FOR MIKE MASZY

PREPARED BY ARCBOUND

CONFIDENTIAL

## Pages / *Navigation*

We recommend the following pages for your website.

HOME / BUSINESS ACQUISITIONS / ABOUT / CONTACT

UNDER ABOUT — CONSULTING AND ADVISING · EARLY-STAGE INVESTING

BUTTON — **BOOK A CALL**, which opens the calendar on the Contact page

Six pages at launch, every one of them reachable from the navigation. Any page that feels awkward once the whole site is up can come down.

Before launch: a coming-soon page at the domain with the wordmark, one line on what Silverback Ventures does, and a way to reach Mike.

## *Home*

- See detailed homepage layout below.

## Business *Acquisitions*

**PURPOSE**

Give an owner thinking about selling a clear picture of the buyer, and an easy first conversation.

- Who it is for
  - Owners ready to retire, including family businesses, with no family member or trusted successor to hand the company to
  - Owners who want a buyer who will run the business, without a formal private equity process
  - Owners who want to stay involved for a while after the sale
- What Silverback looks for
  - One to five million in EBITDA, growing and profitable
  - Revenue, for context: typically five to thirty million
  - Manufacturing first, in the sectors named on the homepage, where quality, precision and regulation matter
  - The frame for all of it, in Mike's words: businesses that are the backbone of America
- What the owner gets
  - An operator successor with more than twenty five years in healthcare and medtech, and more than forty years of business experience
  - A buyer who wants to know the owner, the team and what makes the business work, as well as the financials
  - Respect for what the owner built, with the intent to keep what is good and take it to the next level
  - After the close, Mike leads the company himself or puts the right management in place
- How a sale moves forward
  - A first conversation, then a closer look at the business and its numbers, then terms if both sides want to go ahead
  - Kept short, with no financing structures, checklists or closing dates on the page

- Financials are shared privately after the first conversation and are never uploaded to the site

- For brokers and bankers: one line on how to bring a company to Silverback
- CTA → Book a Call
- Page name: Business Acquisitions is a working title. Options to settle together: Acquisitions, Selling Your Business, For Owners

## *About*

> **PURPOSE**
> Show the operator behind Silverback Ventures, in the order it happened, so capital partners and owners both know who they would be working with.

- One line a referrer could repeat: the buyer who has run the operation
- The arc, from the family business to Silverback
  - His father's imported auto parts business in the 1970s, where Mike worked from the time he was a kid
  - Industrial and systems engineering at the University of Florida, then ten years at Medtronic, from manufacturing engineer to running engineering and new product development groups
  - Wharton MBA
  - The leadership team at TriVascular through its IPO and its merger with Endologix, then at Shockwave Medical as revenue grew from twelve million toward a billion
  - Angel investor in more than twenty companies; co-founder and first CEO of ClearPath Cardio, now its Chairman
  - Silverback Ventures: the move up from new startups to established, cash-flowing businesses
  - Roles named exactly at each company, as Mike confirms them
- Board and advisory roles, named as Mike confirms them
- How he looks at a business

    - Find what is holding it back, fix what matters now, and do the rest in the right order
    - What he looks at: the product and what protects it, the customers, the cost structure, the risks, the team
    - What he brings: structured problem solving, sales and operations planning, margin work, and fresh eyes on a business the owner has run for years
- What he believes: two or three short lines in his own words, cleaned up with him (keep your word, figure it out, keep what is good)
- One personal detail, chosen with Mike
- Photos: a professional headshot and one on a shop floor or in the field
- Consulting and Advising and Early-Stage Investing open from this page
- After launch: an optional section for the partners Mike works with
- CTA → Book a Call

## Consulting and *Advising* UNDER ABOUT

> **PURPOSE**
> Explain the paid operating advice Mike gives, and keep it clearly apart from acquisitions.

- Who it is for: company leaders and investors facing one specific operating decision
- Typical questions
    - Operational diligence
    - Manufacturing capacity, production or quality problems
    - Readiness to scale
    - Assessing a medical device business
- How it works: one defined question, a review of the materials, a working session or site visit, then clear conclusions
- Rates shown only if paid booking goes live
- Kept separate from acquisitions and investments
- CTA → Book a Call

## Early-Stage *Investing* UNDER ABOUT

**PURPOSE**

Tell the investing side of Mike's story as the path that led to Silverback Ventures.

- An experienced angel investor: more than twenty investments, and he runs life science and medtech deal flow for a storied angel group, named with its permission
- The move up the business maturity continuum, from new startups to established, cash-flowing businesses
- ClearPath Cardio: co-founder, first CEO, now Chairman
- Selected companies, each named once it has given permission
- Founders start with a conversation through Book a Call
- FUTURE a pitch deck upload, once the criteria and review time are set
- CTA → Book a Call

## *Contact*

**PURPOSE**

Give every visitor one simple way to start a conversation.

- One line of invitation: have a company you want Mike to look at?
- Book a Call: a calendar link with set availability
  - Paid advisory calls through the same link, if paid booking goes live
- A short form with a selector: Selling a business / Broker or banker / Lender or capital partner / Consulting and advising / Early-stage / Other
- Financials are shared privately after a first conversation and are never uploaded here
- Direct: email and LinkedIn
- CTA: Book a Call

## *Footer*

- Silverback Ventures wordmark and logo
- Quick links to every page, LinkedIn and email
- Copyright, Privacy Policy and Terms of Use (footer only)
- A newsletter signup joins the footer once Mike's newsletter starts

## Homepage *Layout*

We suggest the following layout and outline for your website homepage.

01

### Hero

**PURPOSE**

Say what Silverback Ventures does in the first screen, so a capital partner or an owner knows they are in the right place.

- Tagline, above the company name: zero to a billion, as the span of the companies Mike helped build
- The company name, Silverback Ventures, under the tagline
- Subtext: a family office acquiring and growing established businesses, starting with manufacturing, at one to five million in EBITDA
- Image: a horizon over open water, toned to the brand colors
- **PRIMARY CTA** → Book a Call
- **SECONDARY CTA** → Business Acquisitions: Discuss selling your business

02

### Credibility strip

**PURPOSE**

Settle who is behind Silverback inside one scroll.

- Companies from Mike's career, under a visible label that names them as his career: Medtronic, TriVascular, Endologix, Shockwave Medical, plus Wharton
  - Shown as names, or as logos once cleared
- One line of figures: 40+ years of business experience, 25+ years in healthcare and medtech
- **CTA**: none

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## What Silverback Ventures does

PURPOSE

State the company's work plainly, so a capital partner can repeat it and an owner recognizes the buyer.

- A family office building a portfolio one company at a time
- Buys established, profitable businesses and operates them after the close
- Lenders and equity partners come in deal by deal
- Companies come off-market and through brokers alike
- CTA → Business Acquisitions

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## What Silverback looks for

PURPOSE

Give owners, brokers and bankers the screen at a glance, so the right companies come in.

- One to five million in EBITDA, growing and profitable
- Owners ready to retire, often without a family successor
- Sectors, manufacturing first
  - Healthcare manufacturing: OEMs, suppliers, machine shops, molding
  - Aerospace and defense, including drones
  - Industrials and Main Street manufacturing
- The common thread: high quality, high precision, highly regulated
- The frame for all of it, in Mike's words: businesses that are the backbone of America
- CTA → Business Acquisitions

05

## Selling your business

PURPOSE

Show an owner what happens after the first call, so reaching out feels safe.

- The path as a short timeline in plain words: a first conversation, a closer look at the business, then terms if both sides want to go ahead
- What an owner can count on: honesty, follow-through, and a buyer who wants to know the people and the business as well as the financials
- The successor idea, in Mike's own wording: the successful, competent son they never had
- CTA → Business Acquisitions: Discuss selling your business

06

## Meet Mike

PURPOSE

Put the operator behind Silverback on the page, so both readers see who runs the company.

- Two or three lines of record: the family business, ten years at Medtronic, then leadership teams from startup through IPO
- How he looks at a business, in one line: find what is holding it back and fix it in the right order
- Headshot
- CTA → About

07

## Book a call

PURPOSE

Close on one clear next step for every reader.

- One line: have a company you want Mike to look at?
- One Book a Call button, worded the same as the navigation and the hero
- CTA → Book a Call

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## Footer

- Wordmark and logo
- Quick links: navigation, LinkedIn, email
- Copyright and legal