

FOCUS Investment Banking Represents Strolleria LLC in its Sale to Weave Growth Partners and Peninsula Capital Partners

FOCUS
Investment Banking

*This announcement appears
as a matter of record only.*

Strolleria

has been acquired by

 Weave Growth Partners



PENINSULA CAPITAL PARTNERS L.L.C.

The undersigned initiated this transaction,
assisted in the negotiations, and acted as
financial advisor to Strolleria, LLC.

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Washington, DC, (February 1, 2022) – [FOCUS Investment Banking](#) (“FOCUS”), a national middle market investment banking firm providing merger, acquisition, divestiture, and corporate finance services, announced today that a majority stake in [Strolleria, LLC](#), a multichannel retailer of high-end baby gear, has been acquired by [Weave Growth Partners](#), a Silicon Valley-based private investment firm, and [Peninsula Capital Partners](#), a Detroit-based private equity firm. FOCUS advised Strolleria in this transaction.

Founded by Drew Venzke and Amy Venzke in 2016, Strolleria sells high-end baby gear such as strollers, car seats, high chairs, play yards and related accessories. Typical customers are parents who value brand image and high-quality products and demand a high-touch and collaborative shopping experience.

Ty Clutterbuck, Partner at Peninsula, stated, “Strolleria is going to benefit from the major shift to e-commerce that is happening in the parenting category. We are excited about the growth that lies ahead of the company and are thrilled to partner with Weave to execute on these opportunities.”

“We are really impressed with the business Strolleria has built because of its deep knowledge of product lines and a superior customer service experience,” Austin Neudecker, Managing Partner at Weave Growth Partners, added. “We look forward to helping the company expand and continue to help new parents navigate what can sometimes be a confusing journey.”

According to George Shea, Managing Director of FOCUS Investment Banking, “The major differentiators that Drew and Amy have established for their business have been admirable, to say the least. Their in-depth content marketing and search engine optimization strategies have paid off in creating a high-growth company with great consumer acceptance.”

About Strolleria, LLC

[Strolleria, LLC](#) is a family-owned and operated retailer offering the selection of a big-box store and the personal service of a boutique, with its showroom located in Scottsdale, Arizona. Strolleria carries hundreds of strollers, car seats, and baby products from Bugaboo, Nuna, Orbit Baby, Stokke, UPPAbaby, and other high-quality brands often found in scarce quantities elsewhere.

About Peninsula Capital Partners

[Peninsula Capital Partners](#) is an investment company specializing in providing junior capital, including subordinated debt, preferred stock or common stock, either as a minority or control investor, to superior middle-market companies. Peninsula has raised seven investment partnerships totaling approximately \$1.9 billion of committed capital, with over 130 investments in a wide range of industries. Founded in 1995, the company is today owned entirely by its founders and senior management team members.

About Weave Growth Partners

[Weave Growth Partners](#) is a private investment firm based in Silicon Valley. As experienced investors, entrepreneurs and operators, Weave partners with management teams to create long-term value and bring technology expertise to portfolio companies. Weave brings a technology-enabled playbook of analytics and automation commonly used in high-growth Silicon Valley startups to portfolio companies.

About FOCUS Investment Banking

With four decades of experience, [FOCUS Investment Banking](#) is a trusted name in middle market M&A advisory services worldwide. Whether helping to sell, buy, or raise capital, FOCUS strives to maximize the value of every transaction for the benefit of its clients.

Leveraging years of industry-specific transaction experience, FOCUS’ e-commerce team can confidently advise on mergers, acquisitions, and raising capital for growing businesses across the e-commerce industry. In addition to a strong team of bankers, our team also includes strategic advisors who are former e-commerce CEOs with experience scaling and exiting businesses. We leverage this experience to help best articulate our client’s value proposition to the marketplace and achieve successful exits. FOCUS e-commerce clients also benefit from our extensive industry relationships and inside knowledge of current valuations and deal structures.

Securities transactions conducted by FOCUS Securities LLC, an affiliated company, registered Broker Dealer member FINRA/SIPC. For more information, visit <https://focusbankers.com/ecommerce/>.

*These testimonials may not be representative of the experience of all clients; testimonials are not a guarantee of future performance or success.



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