

## STROLLERIA, LLC CASE STUDY

Strolleria, LLC has been acquired by Weave Growth Partners and Peninsula Capital Partners

### PROCESS & OVERVIEW

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. The major differentiators that Drew and Amy have established for their business have been admirable. Their in-depth content marketing and search engine optimization strategies have paid off in creating a high-growth company with great consumer acceptance.



**200+ Targeted Outreach**



**Multiple IOI's & LOI's**



**90 Days Due Diligence**



**Mostly Cash at Close with Some Earnout and Rollover Equity**

### TRANSACTION RESULTS

Weave Growth Partners and Peninsula Capital Partners looks forward to helping the Strolleria expand and continue to help new parents navigate what can sometimes be a confusing journey. Strolleria is going to benefit from the major shift to e-commerce that is happening in the parenting category. This partnership will lead to the growth and success of the company.

### NEXT STEPS

FOCUS Investment Banking offers an investment banking process designed to deliver great outcomes to clients embarking on the most important and complex transactions of their lives.

To learn more about our e-commerce investment banking services or to discuss your specific situation with no obligation please feel free to call:

**George Shea**  
**Managing Director**  
**Direct: 904-491-1757**

We are happy to share our knowledge and help you understand your options. All conversations are strictly confidential.



### AT A GLANCE

#### Strolleria, LLC

- Family-owned; founded in 2016
- Sells high-end baby gear
- High-quality products
- Provides a high-touch, collaborative shopping experience

#### Sell-Side Transaction Info EBITDA & Revenue

*\*Information to be provided upon signed NDA*



"We are really impressed with the business Strolleria has built because of its deep knowledge of product lines and a superior customer service experience. We look forward to helping the company expand and continue to help new parents navigate what can sometimes be a confusing journey."

#### Austin Neudecker

Managing Director, Weave Growth Partners