SUN & MOON CAPITAL

INVESTING WHERE OTHERS AREN'T



Sun & Moon Capital's Innovative Solution to the "Baby Boomer Business Exodus"

As the Baby Boomer generation approaches retirement, a significant challenge looms over the business landscape. With approximately 2.34 million small businesses owned by Baby Boomers (born between 1946 and 1964), many enterprises face an uncertain future. The reluctance of younger generations to take over family businesses has left many without a clear succession plan, threatening their very existence and the stability they provide to their communities.

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This impending "Baby Boomer Business Exodus" presents both a challenge and an opportunity.

At Sun & Moon Capital, we specialize in micro-cap companies and have developed an innovative approach to address this growing concern.

The magnitude of this issue becomes clear when we examine the numbers:

- 60% of private companies in the U.S. are family-owned.
- An astounding 72% of family businesses are projected to change hands within the next decade.
- The generational transfer success rate is alarmingly low, with less than 30% of family-owned businesses surviving the transition to the second generation, and a mere 12% making it to the third.

These statistics underscore the urgent need for a solution that can ensure the continuity and growth of these businesses beyond their current ownership.

Sun & Moon Capital's Approach to Family Business Succession

Sun & Moon Capital recognizes the unique challenges faced by family businesses, particularly when it comes to succession planning.

We understand that your business isn't just a bunch of numbers on a spreadsheet; it's your legacy, your story, and your community's heartbeat.

Our acquisition plan is designed to preserve the essence of family businesses while providing a path for growth and continuity.

For Baby Boomer business owners contemplating their next steps, Sun & Moon Capital offers a structured approach to succession planning. This strategy is designed to respect the legacy of the business while positioning it for future growth and sustainability.

Our team brings together financial expertise, industry experience, and a deep understanding of family business dynamics. By bridging generational gaps and leveraging a network of resources, we aim to facilitate transitions that not only preserve but potentially enhance the value and impact of these businesses.