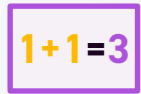




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# Transforming ChildcareCRM into LineLeader to Achieve a Great Exit



Executed M&A strategy



Recruited key executives

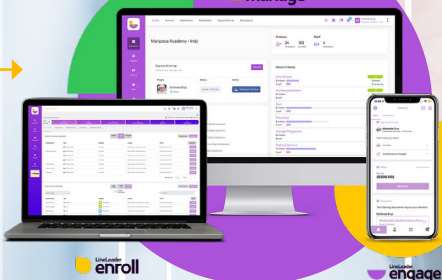


Added embedded payments



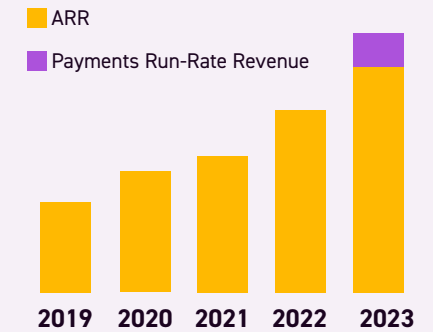
Built all-in-one solution

ChildcareCRM acquired Just Fill Out and MomentPath and rebranded as LineLeader



- 2017 ChildcareCRM partners with Growth Street
- 2019 ChildcareCRM acquires Just Fill Out and launches ChildcareForms product – grew product revenue 15x in 3 years
- 2020 Growth Street and ChildcareCRM revamp the product pricing and packaging, leading to increased gross and net revenue retention
- 2022 ChildcareCRM acquires MomentPath – rebranded the combined business as LineLeader, an all-in-one childcare management system
- 2023 LineLeader completes majority recapitalization

## Annual Recurring Revenue (ARR) + Payments



## Q&A

### How has Growth Street helped?

GSP's guidance and sometimes "tough love" has **made us a better company**, and their connections have provided us opportunities we otherwise may have never had. They have helped with marketing strategy, planning and systems, financial budgeting and analysis, coordinated offshore projects we needed done, provided analysis around key hires, managed acquisitions, and have been involved in our quarterly and annual offsite planning sessions. They are there when you need them and not overly intrusive when you don't. I feel **they are true partners with us and not just investors. They are partners who really care.**

### Chuck Gibbs

Co-Founder and Executive Chairman

