



# CASE STUDY: OPTIMIZATION SELLS TO RE:BUILD



**300**  
POTENTIAL BUYERS

Blue River created a list of **15 key buyers** as part of a broader list of **100 strategic** and **200 private equity targets**.



**67**  
SIGNED NDAS

Blue River was able to communicate with **90% of all buyers**, and received **67 signed NDAs**.



**6**  
FORMAL IOIS

**Re:Build** made one of the strongest offers, among 6 strong buyers, and was selected as the ultimate acquirer.

*“While we had offers from a number of excellent suitors, it was clear from the start that the fit and synergies between Optimization and Re:Build Manufacturing were visibly greater. There was also a strong cultural fit.”* said Bryan Berent, Blue River’s Managing Partner.



## Seller Profile

Rochester, NY based provider of design and build services, and portfolio company of Austin, TX based Owner Resource Group, Optimization Technology was established in 1985 by Bill Pollock. The company provides complete engineering, design, fabrication, and installation of processing equipment and factory automation for a variety of industries.



## Transaction Goal

Optimization had a bright future ahead of it, but needed some additional investment capital to support the growth. While originally engaged in March 2020 with the goal of securing a minority investment in the company, the Covid-19 pandemic hit and Blue River took Optimization to market a year later, with the intent to secure a complete sale.



## The Sale

Optimization was brought to market in March 2021. Within the first 2 months, Blue River prepared the CIM and along with a highly targeted buyer list, and began an outreach to the targeted list along with a secondary list of 300 other potential buyers. Re:Build Manufacturing was among the top 15 high potential buyers that Blue River reached out to in the first 3 weeks of outreach. Re:Build made one of the strongest offers and was ultimately selected as buyer. Optimization fit perfectly into Re:Build’s portfolio, and the transaction closed on October 7, 2021.



**BLUE RIVER**  
FINANCIAL GROUP