

Ouroboros Group

Founded in 2017, Ouroboros Group is a private investment firm specializing in middle-market corporate acquisitions and operations. The firm works within a diverse set of industries including manufacturing, healthcare and consumer goods. Ouroboros Group also

Alternative Asset Placement

have a minority investment arm specializing in early stage and minority investments within the consumer goods vertical. The firm invests in companies that exhibit fundamental and durable trends leading to outsized growth and market leadership.

CHALLENGES

For those looking for co-investment opportunities, the largely untapped family office space offers a wealth of resources. Family office funding is seen as incredibly desirable thanks to its exemption from institutional mandates, long-term staying power, and general flexibility. However, family offices are notoriously difficult to infiltrate and even if you do manage to identify one that matches your use-case it can become extremely difficult to conduct research and identify relevant contacts. It is from this pain-point that Ouroboros Group joined the FINTRX platform.

Since their initial adoption of the platform, Ouroboros has substantially expanded their family office network and has made connections with family offices that are well-matched for their investment goals.



"Wonderful platform that has produced high-quality capital leads and has helped in building out our capital pipeline for existing and future investments."

Samantha Ory

*General Partner,
Ouroboros Group*

Upon speaking with Samantha Ory, *General Partner at Ouroboros and FINTRX seat holder*, she outlined their decision to utilize the FINTRX platform. Despite having worked with family offices in the past, and being uniquely familiar with the ecosystem, they were looking to expand their current rolodex. The FINTRX platform would enable them to identify family offices that were looking for 'co-investment opportunities within the same industries as they were. As they were looking for *'co-investment capital and connections in order to close new deals'* FINTRX provided the resources needed to expand upon their network. In the end, Ouroboros was able to identify a number of family offices that matched their particular use-case, using the extensive filters and search capabilities the FINTRX platform has to offer.

RESULTS

Today, Ouroboros Group is successfully utilizing the FINTRX platform to network and garner profitable financing partnerships. With access to our vast dataset of over **3,000+** investors and **11,500+** family office professionals, their team is finding value from the information FINTRX offers. As Ory notes, FINTRX has greatly assisted in the expansion of their family office network, thus *"allowing quality capital connections to be made."*

