

Starting from the Middle: Not Too Big, Not Too Small

Middle market companies represent a critical but often overlooked segment of our economy.

The Private Market Continuum



It's Better in the Middle

- Middle market direct lending sits in the middle—between venture capital and large cap buyouts.
- Venture involves early-stage start-ups with little or no revenues funded by angel investors or venture funds.
- Large cap companies are either public already or supported by the largest private equity firms.
- While the two ends of this continuum get the most headlines, middle market firms represent the vast majority of U.S. companies, national employment and GDP and offer distinct investment attractions for both direct lending firms and private equity sponsors.

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