

SECOND ACQUISITION UNDERLINES THE SUCCESS OF NCA'S ETA PROGRAM

Baar, 13 December 2021 – Novastone Capital Advisors (NCA) is proud to announce the second acquisition in its Entrepreneurship Through Acquisition (ETA) program. Our mission at NCA is to enable entrepreneurship through acquisition in Europe and North America while focusing on mutual benefit, profit, and growth for all of our stakeholders. We believe that NCA entrepreneurs are ideally positioned to find, acquire, and grow a company backed by the support, structure, and know-how offered by our program.

Three is the magic number

Jan Nikolaisen was one of the first Searchers to join NCA's ETA program when it launched in 2020. Already a two-time co-founder before he joined, Jan Nikolaisen officially became an entrepreneur for the third time after only 11 months when he closed his deal in October 2021 with a health tech company in Spain. "At a certain point you start to wonder how many more times you can build something from scratch," Jan explained when asked about the appeal of NCA's ETA program. "As an entrepreneur, you often have an idea or concept you like and then you have to spend a lot of time trying to convince investors that they should fund you. What motivated me with NCA's program is that it works the other way around: you kind of get the capital first, and then you look for a good idea having expressed itself in the form of a successful company that has potential to grow."

Aligned interests

At NCA, we know from our own experience what it takes to design, set up, and run a successful business. Our ETA program is powered by a highly specialized team of experts who make the entrepreneur's journey through search, acquisition, and value creation as seamless and as successful as possible. Jan's success also further reinforces our belief in ETA as a unique way of addressing succession challenges in SMEs. As co-investors in each acquisition under our program, we are deeply committed to the success of every one of our NCA entrepreneurs and their companies. Based on our aligned interests and commitment to long-term success, we work with all stakeholders to ensure business legacy and continuity for SMEs, which are the backbone of our economy.