

Welcome to Ampersand Ventures | Core Values

Ampersand is different and proud of it.

To understand our differentiation, it helps to understand the core values that have brought the organization together. In the mid 1980's, we articulated a set of basic principles that underpin our culture. While portfolio companies, investment strategies and even personnel must undergo continuous evolution, these timeless values remain unchanged. They include:

- **Pursuit of Excellence**
We are driven to improve continually on our individual and our partnership performance. We cannot allow ourselves to accept the complacency of acceptable performance. To meet these aspirations, we must be willing to lead, to create and to innovate, rather than being satisfied to follow and to imitate. Our standards for our investments must be as high as our standards for measuring ourselves.
- **Respect for the Entrepreneur**
At its root, we are investing in management teams, not just technologies. Without entrepreneurs there would be no venture capitalists. Therefore, we build a supportive working relationship with our management teams. While we don't shrink from making tough decisions and taking firm positions, we never forget that managements, not investors, manage companies. Our role is to suggest and advise, not to dictate or demand.
- **Teamwork and Consensus Decision-Making**
A private equity partnership, like an entrepreneurial company, can only succeed on the strength of a balanced, integrated management team. Therefore, we make consensus investment decisions; every investment must be endorsed by the entire Ampersand team. We also take a team approach to portfolio company development, which encourages dialogue, brings different skill sets to bear and builds our shared experience.
- **Straight Talk**
We pride ourselves on direct, clear communication both inside and outside the firm. In an industry where spin occasionally overshadows substance, Ampersand has a reputation for "just the facts" objectivity. What we lose in the short run due to our lack of promotional flair, we make up for in the long run through enhanced credibility. Decades of experience teaches us that the integrity underpinning this process works and saves time.
- **Constructive Impatience**
We exist to create, not to criticize, and to make things happen, not to obstruct. Therefore, we encourage new ideas and when in doubt, we are biased towards action. We embody this approach to problem solving and organization in our Top Ten planning process.