



The Company

Echo Capital Group is the investment firm with the Millennial edge.

ECHO combines decades of operational expertise with the dynamic insights of a young team, providing growth capital and unparalleled strategic collaboration. Our mission is to elevate innovative companies in the consumer product space to a whole new level. Think of us as smart money for an even smarter generation.

ECHO seeks to invest in companies that are developing unique and innovative consumer products for the Millennial generation, which also have cross-generational appeal. ECHO will help launch these companies through equity investments, board leadership, and strategic support.

Categories of Interest include:

- Food and Beverage
- Apparel and Accessories
- Beauty
- Household Care

The Ideal Candidate

Echo invests in companies with:

- Social or environmental impact
- High ethical standards and strong corporate values
- Strong brand story
- Strong and driven management teams

And products that are:

- Cutting-edge and innovative
- First-to-market
- Fulfilling a need in the marketplace
- On-trend with convenience and portability
- Serving consumers with active and healthy lifestyles

The Investment Metrics

Company Size	\$1-10 million of revenue
Equity Investment	Up to \$3 million
Flexibility	Majority or minority equity positions
Security Types	Preferred equity
Investment Criteria	Representation on the board Partnership in strategic oversight
Transaction Types	Growth capital

New York

Los Angeles

San Francisco

Denver