



ICONIC FOUNDERS

PRESERVING LEGACY

**Founders
& Owners
Welcome**

www.IconicFounders.com

About Iconic Founders Group

Expert guidance for blue-collar industry Founders ready to grow and sell their business.

At Iconic Founders Group (IFG), we help founder-led businesses navigate growth, capital, and transition decisions with clarity and confidence.

Our role is simple: Be the partner we wish we had when we were in your shoes.

We work exclusively with owners and founders in blue-collar industries who have built something special, and are now exploring what's next. Whether that is taking on a strategic partner, preparing for a future exit, or simply getting your business ready to scale. We guide you through every step with honesty, insight, and care.

We specialize in matching visionary business owners like you with ideal growth partners who bring more than just capital - they bring strategic expertise, industry connections, and resources tailored to your specific needs. Your dedication created something valuable—now it's time to take it to the next level without losing what makes it special.

We've been in your shoes.

As former Founders ourselves, we have navigated these same waters and know exactly what keeps founders up at night when considering an outside investment and a new partnership.

We speak your language.

We cut through the jargon and complexity, translating the world of investment partnerships into straightforward terms that make sense to business owners like us.

We are a trusted advocate.

Throughout the entire process, we stand firmly in our client's corner, ensuring you find a partner who respects your vision while providing the resources needed to scale and fortify your legacy.

www.IconicFounders.com



ICONIC FOUNDERS

PRESERVING LEGACY

Our Five Step Partner Matching Process

Discovery

Deep-dive into goals, values & vision

Targeted Selection

Identify growth partners via our proprietary network & framework

Rigorous Vetting

Ensure alignment on culture, strategy, and long-term objectives

Strategic Introductions

Coach and position to attract the right partner

Deal Structuring

Craft agreements that protect interests and legacy

Meet Our Founder & CEO – Kory Mitchell

Kory Mitchell is a **strategic growth expert**, proven **business builder**, and **trusted advisor**. He has walked the exact path he now helps other Founders navigate. With over 25 years in the specialty contracting industry, Kory has experienced the full entrepreneurial journey—from building a small regional business into a nationally recognized brand to a **nine figure transaction**.

Like most business owners, Kory learned along the way, working very closely with his dad and brother to grow both organically and through small acquisitions.



In 2019 the business merged with another regional leader to form EIS Holdings. They continued the growth journey and ultimately had a very successful financial exit in 2021. Kory transitioned the CEO role in 2024. Today, the business thrives as a **\$200 million leader** in the environmental services space.

Since that time, business owners have asked Kory for advice on how they might run a similar playbook. **Many founders and owners struggle with how to take your business to the next level** through acquisitions, or how to sell your business without destroying the legacy of the brand. As a result, Iconic Founders Group was born. Instead of going it alone, business owners now have someone who thinks and speaks like they do, and someone who can **advocate for your best interests**.

Meet Our COO & Partner – Travis Rue



Travis Rue is a **seasoned entrepreneur, strategic advisor**, and **valued partner** to founder-led businesses navigating growth and transition. With a background spanning **investment banking, private equity**, strategic advisory, and scaling national companies, he brings a rare combination of **Wall Street expertise** and hands-on operational experience. He began his career advising on **M&A transactions** at Credit Suisse and Donaldson, Lufkin & Jenrette before going on to co-found and **successfully exit** a national building products company.

Travis also founded and scaled a national facilities services company, where he continues to serve as a Strategic Advisor.

Today, in addition to his work with Iconic Founders Group, Travis advises CQL Capital, a middle-market private equity firm, where he supports execution of key strategic initiatives at the firm's portfolio companies and also plays an integral role in the firm's due diligence processes. He is passionate about helping founders **build lasting businesses, unlock meaningful value, and achieve successful exits without compromising their legacy**. Travis is also deeply committed to his community, having founded a 501(c)(3) in 2014 that raises funds for children and veterans through annual Member Guest events.