



INVESTMENT THESIS

We buy brands and make them work.

Vilna Gaon is a Belgian private equity firm. We take minority or majority stakes in consumer brands and data-driven commerce businesses, and we stay in the business as an operating partner.

TICKET SIZE

€50K – €250K per investment

POSITION

Minority or majority

MARKETS

Belgium (home), US, UK, Israel

Sectors: food & beverage · beauty · e-commerce & retail · gaming

How we create value

01

Operational excellence

Every asset is run with OGSM — Objectives, Goals, Strategies, Measures: a short list of objectives, named owners and measures reviewed on a fixed rhythm.

02

Supply chain

Sourcing, stock and logistics are where margin hides in consumer brands. We work cost and service levers directly instead of relying on financial engineering.

03

Agentic AI (since 2025)

Specialised AI agents support finance analysis, sales, content, ERP and IT operations, so a small team can run several assets in parallel.

What we look for

- **A real product with identifiable customers**, in our sectors.
- **Upside we can execute:** margin or growth that operations, supply chain or AI can unlock.
- **An owner or team who wants an operating partner**, not a passive cheque.
- **Fit with our range:** €50K–€250K, minority or majority, in our markets.



CURRENT HOLDINGS

Five holdings. One operating playbook.

COMPANY	STAKE	WHAT IT DOES	OUR ROLE
Soundviz	100%	Custom soundwave art, shipped worldwide.	Owner and operator
Terracotta Beauty	25%	Belgian cosmetics. Owner of the OPALYA organic skin care brand.	Shareholder
Teatower	25%	Artisanal Belgian tea, 40+ varieties.	Shareholder; day-to-day management by Vilna Gaon
LR Data Science	25%	eCommerce analytics and AI for retail and consumer goods.	Shareholder
CIBUS Market	25%	B2B marketplace for surplus food ingredients. Vilna Gaon's US entity.	Shareholder

For founders and owners

Whether you want to sell part of your business, keep a stake and stay in the seat, or sell outright, we start from what you want the next five years to look like. You can read how we assess a brand at vilnagaon.com/sell-your-brand.

How we work together

1**Introduction**

A first call to understand the business, the owner and what you want.

2**Thesis**

A one-page view of why the deal works, and what we would change.

3**Diligence**

Numbers, customers, supply chain and legal checked before any commitment.

4**Operating plan**

An OGSM plan agreed from day one, with measures we both track.

Stephan Pire

Managing Director, Vilna Gaon SRL
Rue de Houtain 31, 4280 Hannut, Belgium

vilnagaon.com