



Sleeping Giant Capital announces release of *The Chase Documentary*

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KALAMAZOO, Mich. (March 9, 2026) - Sleeping Giant Capital, a long-term, place-based succession alternative to traditional private equity, is proud to announce the digital premiere of *The Chase Documentary*. The documentary, directed by first-time filmmaker Justice Bomer, follows Justin Murray – Sleeping Giant’s first CEO-in-Residence and now president of SignComp – through his residency and journey to become a West Michigan owner-operator.

This behind-the-scenes film reveals the challenges, triumphs, and deeper purpose of entrepreneurship through acquisition. It culminates in Murray becoming president of Grand Rapids-based SignComp – the leading supplier of aluminum extrusions specifically engineered for the sign industry.

"The search process was challenging and full of highs and lows, but it ultimately led to a happy ending for my family," said Murray. "Acquiring SignComp was a significant milestone, and the film captures a portion of the journey."

Murray grew up in East Lansing and is a two-time graduate of Michigan State University’s Eli Broad School of Business (BBA Finance 2007, MBA 2012). Prior to partnering with Sleeping Giant, Murray led marketing and M&A teams at Mars, Inc. and Stryker.

Justice Bomer, a Western Michigan University alumnus based in Kalamazoo, founded CineArchitect in 2024 with a passion for combining business and experiential learning with cinematic storytelling.

"The goal of this film was to humanize a business transaction by showing the real lives and high stakes behind a deal and its emotional impact it can have on everyone involved," said Bomer. "By showcasing Justin’s family and depicting the vulnerability



behind the process, we hoped to build trust in what Sleeping Giant is committed to doing through this new place-based model.”

Sleeping Giant’s place-based model involves partnerships with talented aspiring owner-operators to acquire and grow closely held businesses through The CEO-in-Residence Program.

“Our ambition is to be the preferred succession solution for business owners by providing permanent capital, place-based ownership, and prepared leaders,” said Doug Lepisto, co-founder and managing partner at Sleeping Giant. “Justin exemplifies the exceptionally talented, high character individuals we seek to partner with for the long term. It was fun to capture this moment, and we hope Justin’s story inspires others.”

The documentary is now available to watch here: [The Chase Documentary | Film](#). If your organization is interested in hosting a virtual screening and live Q&A with Bomer please contact chelsea@sleepinggiantcapital.com.

About CineArchitect

CineArchitect is a video production firm built on a distinct partnership model. Instead of operating as a traditional vendor, CineArchitect works exclusively with ambitious companies to solve challenges. Justice Bomer and his team collaborate closely with clients to de-risk high-stakes initiatives, strengthen talent-pull and define internal culture through their proprietary video creation framework.

About SignComp

SignComp is the leading supplier of aluminum extrusions specifically engineered for the sign industry. The company designs, engineers and produces custom extrusions that deliver superior long-lasting quality while eliminating labor-intensive manual fabrication.

About Sleeping Giant Capital

Sleeping Giant Capital is pioneering a place-based alternative to private equity, designed to preserve and grow the next generation of businesses in American communities. Focused on the generational transition of closely held companies, the firm uses permanent capital, prepared leaders, and place-based ownership to deliver strong financial returns while strengthening regional economies.

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