



Founders First
CAPITAL PARTNERS
FUNDING, STRATEGY AND RESULTS FOR SMBs



Unitarian Universalist
Common Endowment Fund

September 24, 2024

UUCEF Commitment to a National Inclusive Economy



We are proud to have UUCEF as our first faith-based investor, marking a significant milestone in our mission to advance inclusive economic growth. UUCEF's commitment to aligning financial returns with social impact perfectly complements our work at Founders First Capital Partners (FFCP) in scaling diverse-led businesses. Your investment helps fuel our efforts to provide growth capital to underrepresented founders, deeply aligned with our shared goals to close racial and economic equity gaps.

Further, our national platform complements the reach of UUA's national membership across the country. With targeted programming to companies in states like California, New York, Texas, Pennsylvania, Illinois and more, Founders First is helping UUA members make an impact in their backyard. UUCEF's partnership not only underscores the impact potential of our work but also paves the way for other mission-aligned investors to join us in building a more inclusive economy.

Executive Summary : Founders First Forging the Path to the Mid-Market for Diverse-led Companies

 OUR 2032 GOAL:

1000+

DIVERSE-LED COMPANIES FUNDED ACROSS

10+

REGIONS OUTSIDE OF MAJOR CAPITAL MARKETS

- Women • BIPOC • Veterans • LGTBQ+
- Located in low and moderate income areas
- Committed to inclusive hiring practices

VISION & MISSION

At Founders First, we aspire for an **inclusive economy**, where all entrepreneurs thrive regardless of background or geography.

Our mission is to solve racial and social economic equity gaps by **educating, funding, and connecting** growing businesses owned by diverse founders nationwide.

FOCUS

We focus growing diverse B2B & B2G, asset-light, service-based companies who have the potential to grow from:

\$500K-\$5M
revenue small businesses



\$10M-\$50M
revenue mid-market companies

IMPACT

Companies driving value creation lead to:

- ✓ **Job Creation**, with more diverse teams
- ✓ **Premium Wages** for economic mobility
- ✓ **Intergenerational Wealth**, advancing social equity

Our Model: Scalable Platform Addressing Barriers to Growth for Diverse-led Companies



Target: Diverse-Led Small Businesses With Opportunity to Scale - Who Are Left Out of Traditional Debt and Venture Capital

High-Potential Local B2B Small Businesses

Target Company Profile



\$500K-\$10M Revenue

Businesses operating minimum of 12 months, with annual revenue in this range



Business to Business

Company should provide products or services to other businesses or governments (B2B or B2G)



Predictable Revenues

Underwriting based on strength of underlying business, not personal collateral or credit scores.



Path to Profitability

Business is profitable, has a clear path to profitability, or key projected growth



Growth Programs



Growth Funding



Mid-Market National Diversified Industry Leaders

Key Impact Outputs and Outcomes (Tracked Quarterly)



Revenues (\$5M-\$50M/yr)



Profitability (Margin growth)



Jobs Created, more often with diverse teams



Premium Wages (\$50K+/yr with benefits)



Wealth Creation

Founders First Q2 2024 Impact Metrics



GRANTS & AWARDS

\$253k

Prize Money Awarded

\$1.4M+

Grant Money Awarded

60%

Grant Recipients Added 1 or More FTE in 12 Months



\$1,407,250 National Grants Awarded by Founders First CDC
\$99,300 Prizes Awarded by Founders First Challenge
\$119,700 Prizes Awarded by Founders First Bootcamp
\$34,100 Prizes Awarded by Founders First FastPath



PROGRAMS

3,485

Companies Served

66%

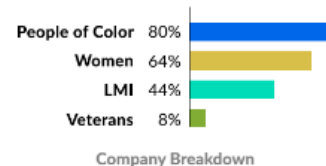
Companies Increased Revenue

\$310k

Average Increase in Revenue

54%

Companies Added Recurring Revenue Streams



IMPACT ON JOB CREATION

1,486

Jobs Created

46%

Premium Wage Jobs

\$80M

Premium Wages for Employees of Member Companies



Employees Hired



IMPACT ON FUNDING ACQUISITION

52%

Companies Received Funding

\$101M

External Capital Raised by Member Companies

\$118k

Average Amount of Funding



REVENUE-BASED FINANCING

\$13M+

Capital Disbursed by FFCP

27%

Average Revenue Increased

\$277k

Average Deal Size

Join us on our mission.

To learn more, go to:
foundersfirstcapitalpartners.com | foundersfirstcdc.org



Our Impact: UUA's Investment is Advancing an Inclusive Economy



UN SDGs



Founders First Platform Sustainable and Scaling

- More Loans Originated
- Growth in AUM
- New Capital Attracted

*Growing structured finance company as **diverse fund manager** to become a **market leader***

Diverse-Led Companies Growing to Middle-Market

- Boosted Revenues
- More Profitable Businesses
- New Product Lines
- New Funding Raised

*Providing gaps in growth financing that **enable growth and value creation** for diverse-led companies*

Local Economies Stronger and More Inclusive

- Job Creation, with more diverse teams
- Premium Wages and Benefits
- Boosted Wealth Creation

*Inclusive prosperity in regions through **good jobs** and expanded **intergenerational wealth***

Example Profile: OnShore Technology Group



[Watch Video](#)

2022 Entrepreneurial Award
UW Madison