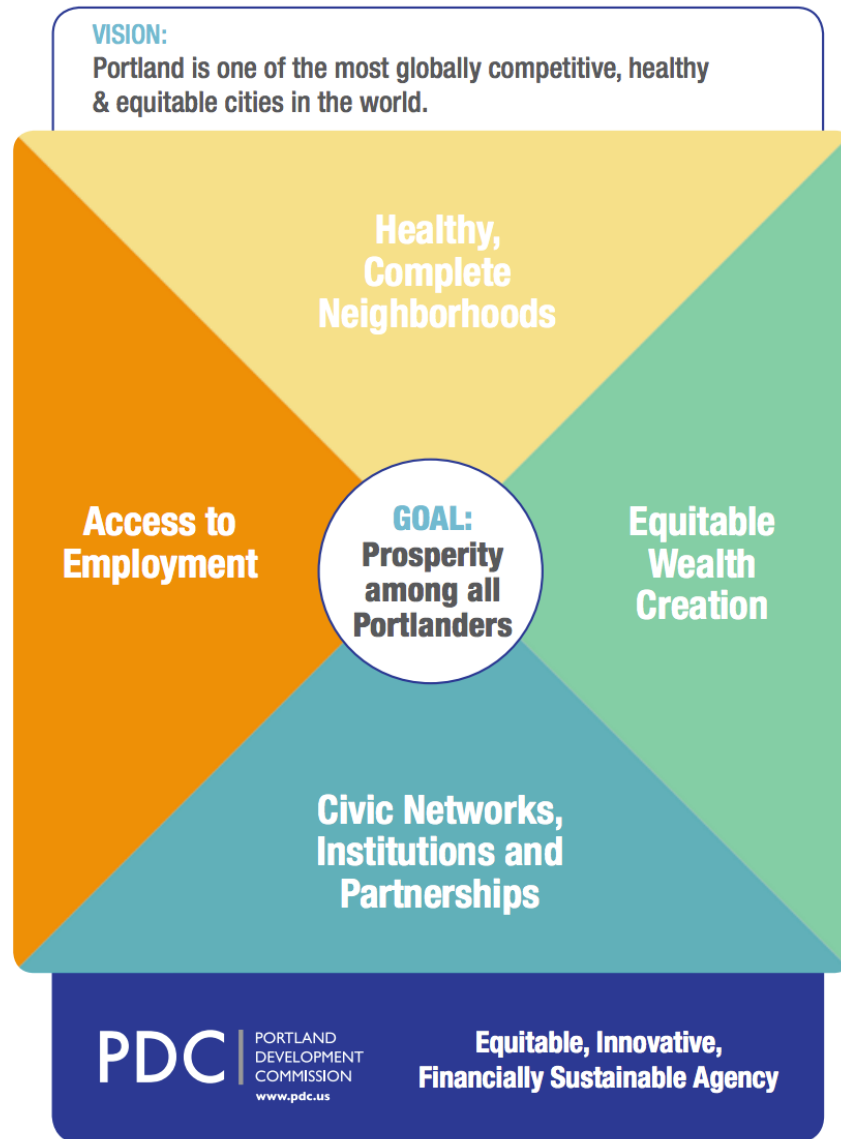




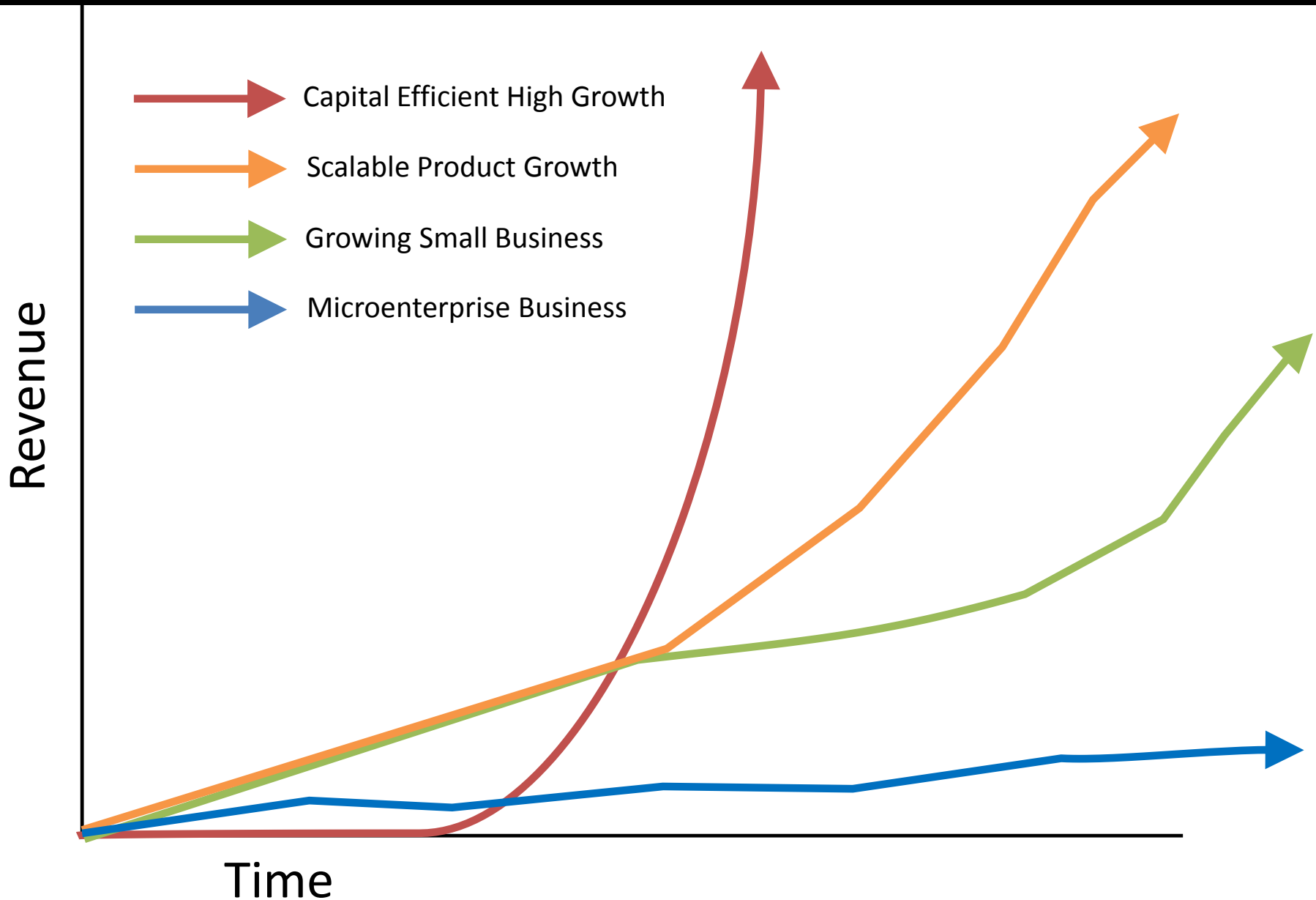
# INVESTMENT FOR INCLUSIVE STARTUP FUND

Multnomah County Board of Commissioners  
Kimberly Branam, Portland Development Commission  
Katherine Krajnak, Portland Development Commission  
June 23, 2016

# PDC STRATEGIC PLAN ALIGNMENT



# PATHS TO BUSINESS GROWTH



# BUILDING ON SUCCESSES



PDC Board of Commissioners Meeting – March 9, 2016

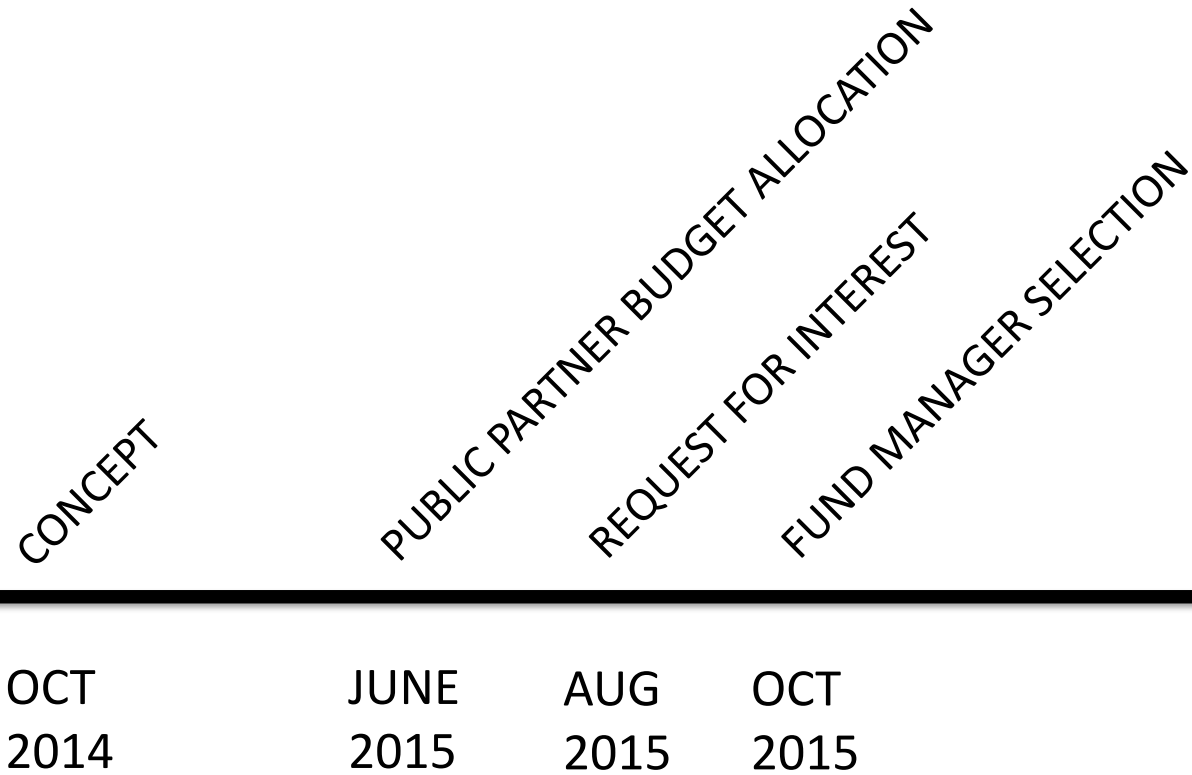
# WHY INCLUSIVE STARTUP FUND

- Entrepreneurship route to wealth creation
- Lack of capital going to minority founders
- Identified gaps for early stage minority entrepreneurs
  - Capital
  - Mentoring
  - Across Industry



Tyrone Poole, CEO, NoAppFee.com

# PROCESS



# SELECTION ADVISORY COMMITTEE

- **Gustavo Cruz (Chair)**, Sr Counsel, Ater Wynne, PDC Commissioner
- **Diane Fraiman**, Partner Voyager Capital
- **Ana Andueza**, Chair, Angel Oregon, CFO
- **Nita Shah**, Executive Director, MESO
- **Jason Gershenson**, Attorney at White Summers LLP
- **Rick Turoczy**, Manager Portland Incubator Experiment
- **Monica Enand**, CEO Zapproved
- **Paula Hayes**, CEO Hue Noir Cosmetics
- **David Blair**, Chief of Staff, Office of Commissioner Loretta Smith

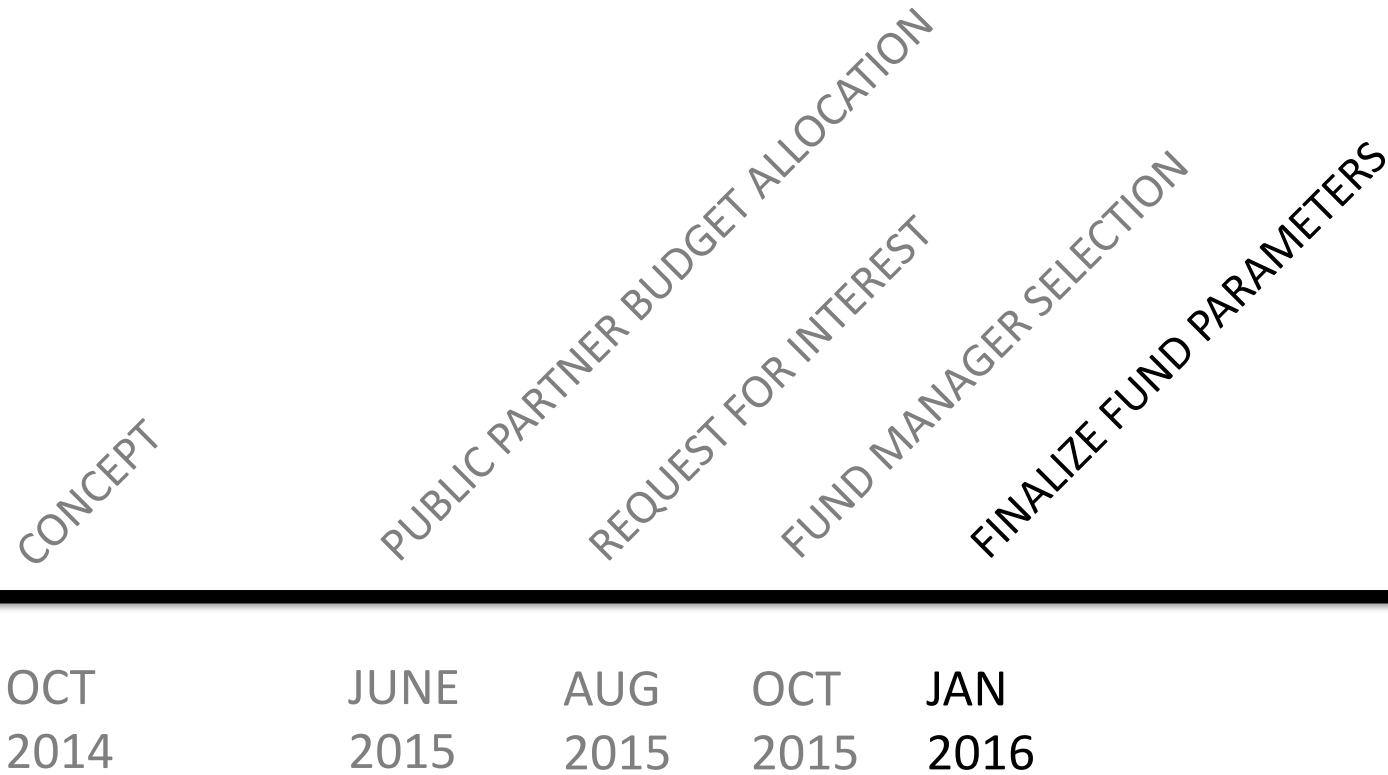
# TEAM SELECTION

Elevate Capital



- Diverse Pipeline
- Mentor Program
- Fund Structure & Capitalization
- Investment Experience

# PROCESS

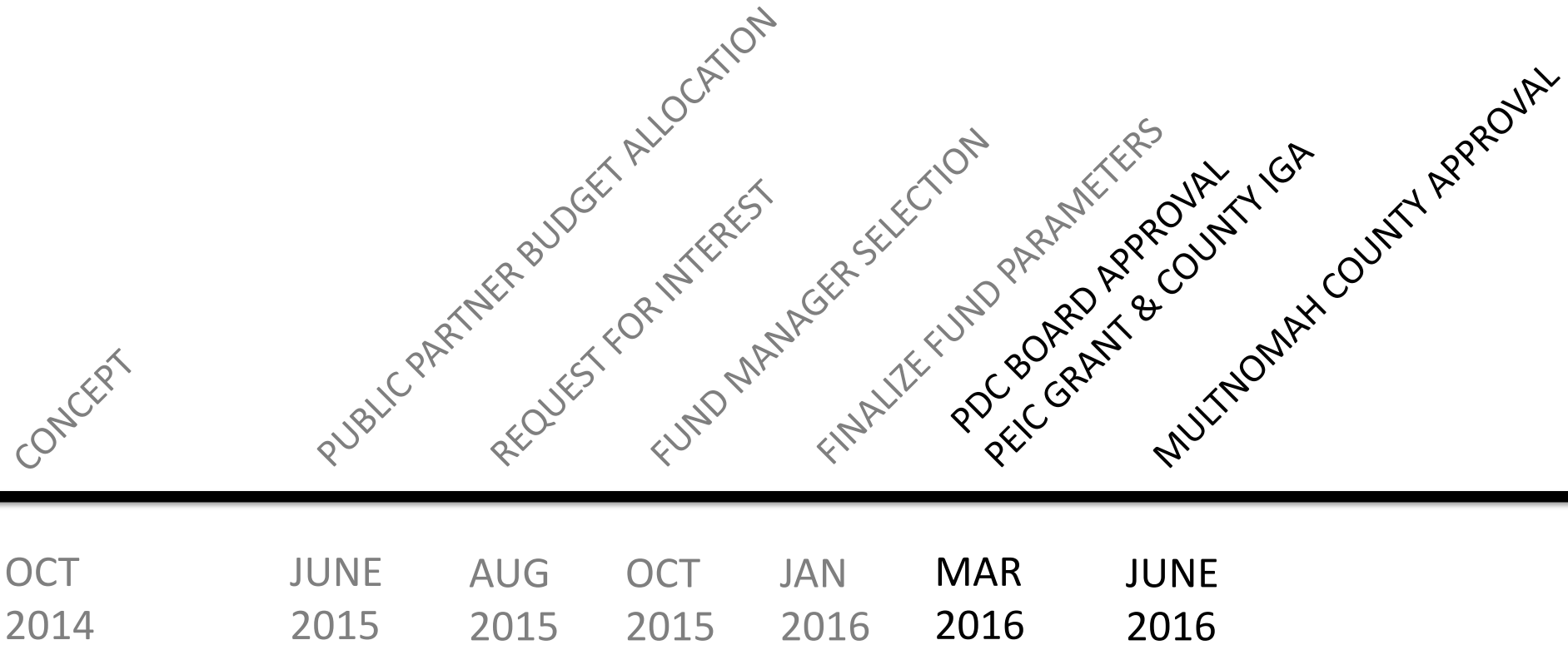


# FUND OVERVIEW

- \$3 million fund
- \$25 - \$75K investments
- Intense mentoring
- 30 companies
- Industry diverse portfolio
- Target founder demographics
  - 40% Black and/or Latino
  - 40% women
  - 20% other underrepresented



# PROCESS

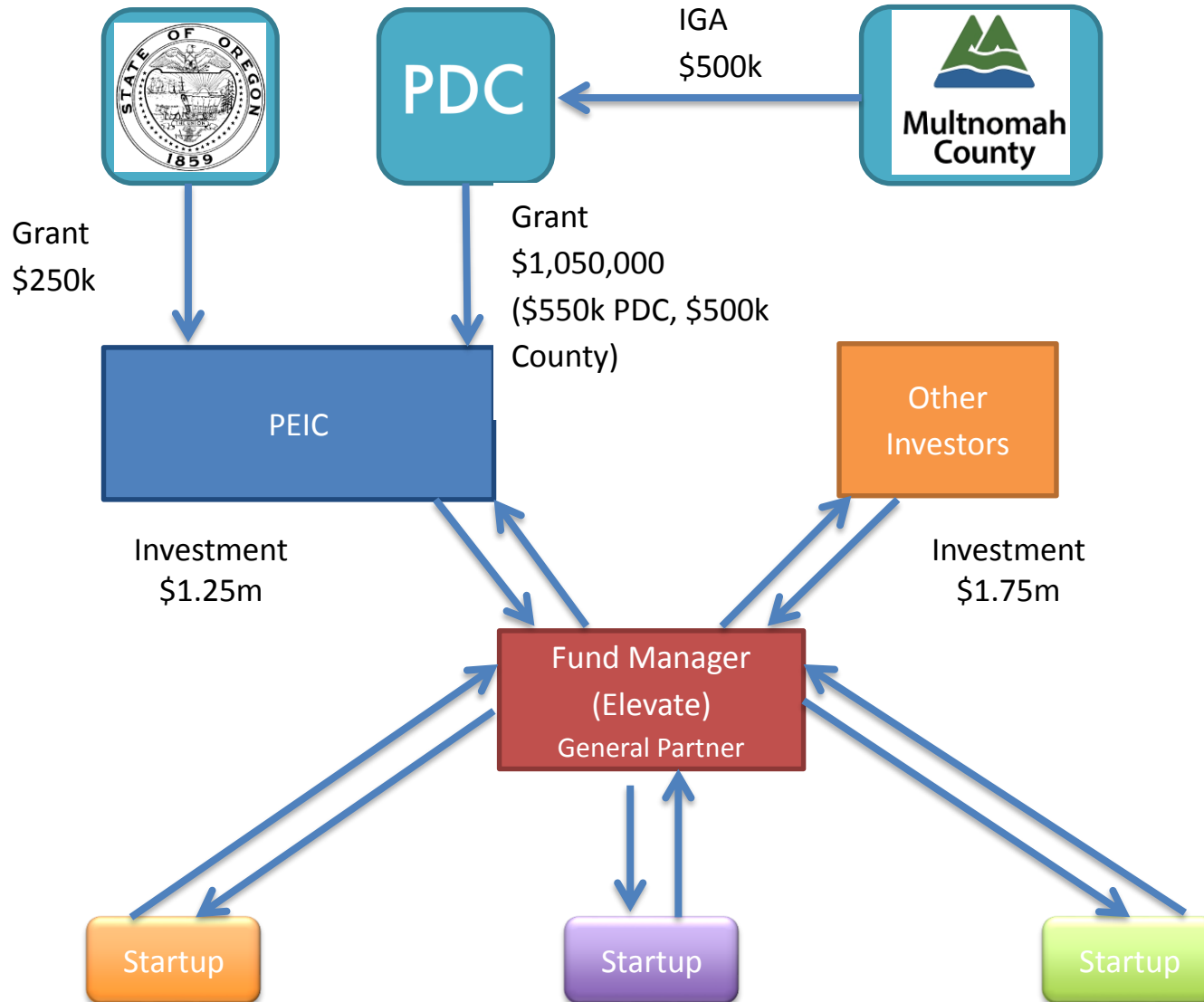


# PEIC

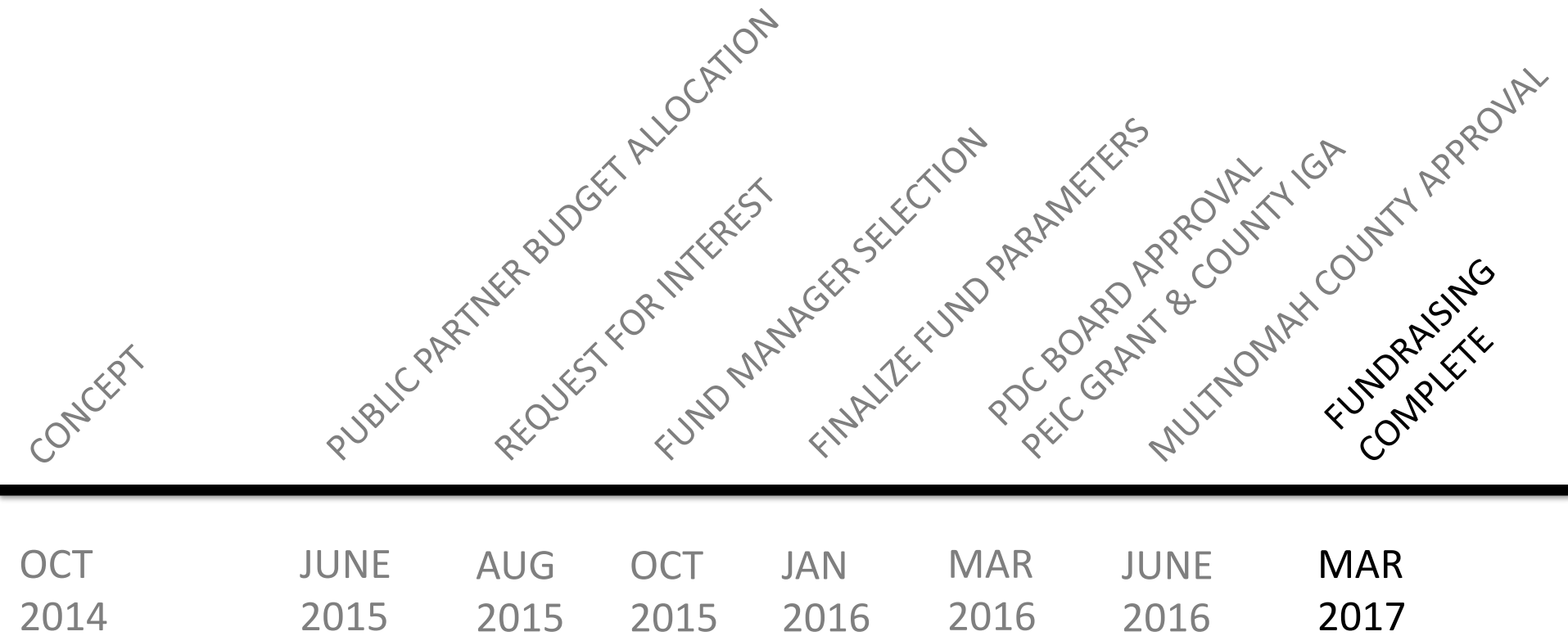
## **Portland Economic Investment Corporation (PEIC)**

- Independent 501(c)(4)
- Board of Directors
  - Portland Development Commission (1)
  - Greater Portland Inc. (1)
  - Portland Business Alliance (1)
- PEIC can reinvest returns in economic development in Portland

# FUNDING STRUCTURE



# PROCESS



# QUESTIONS?

