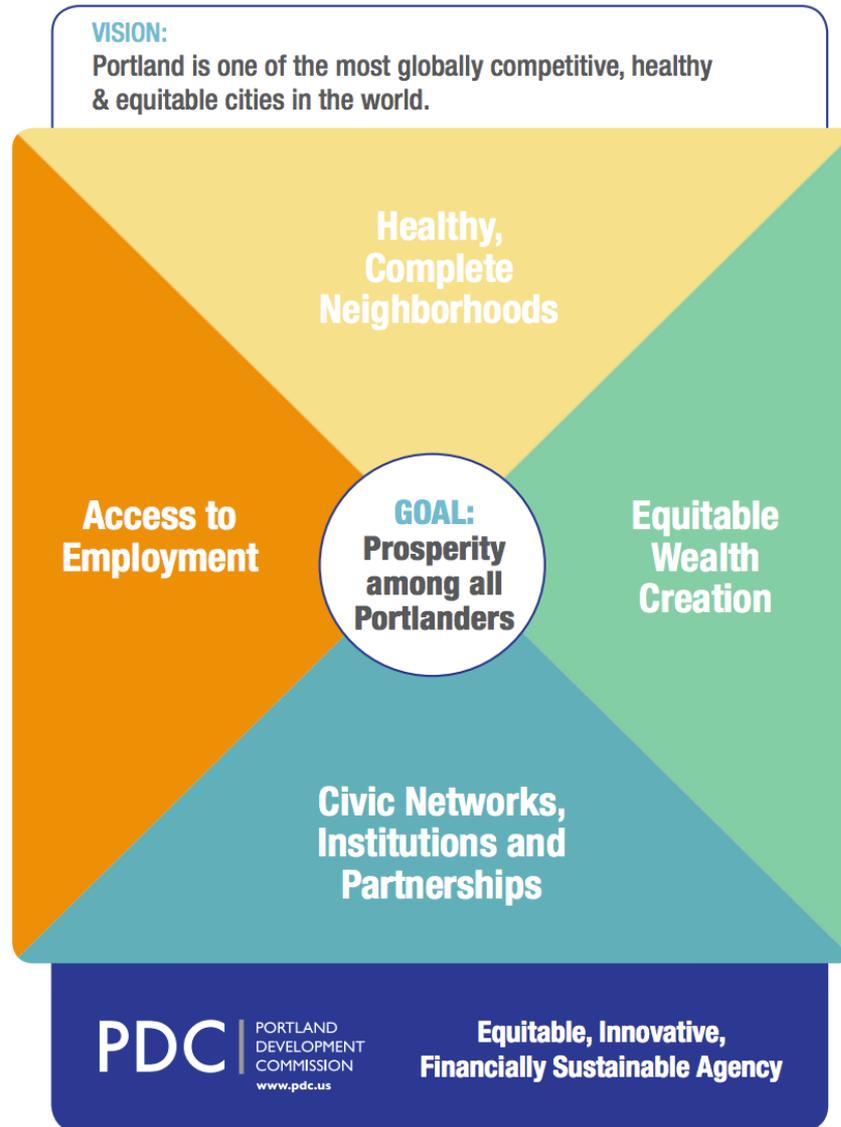




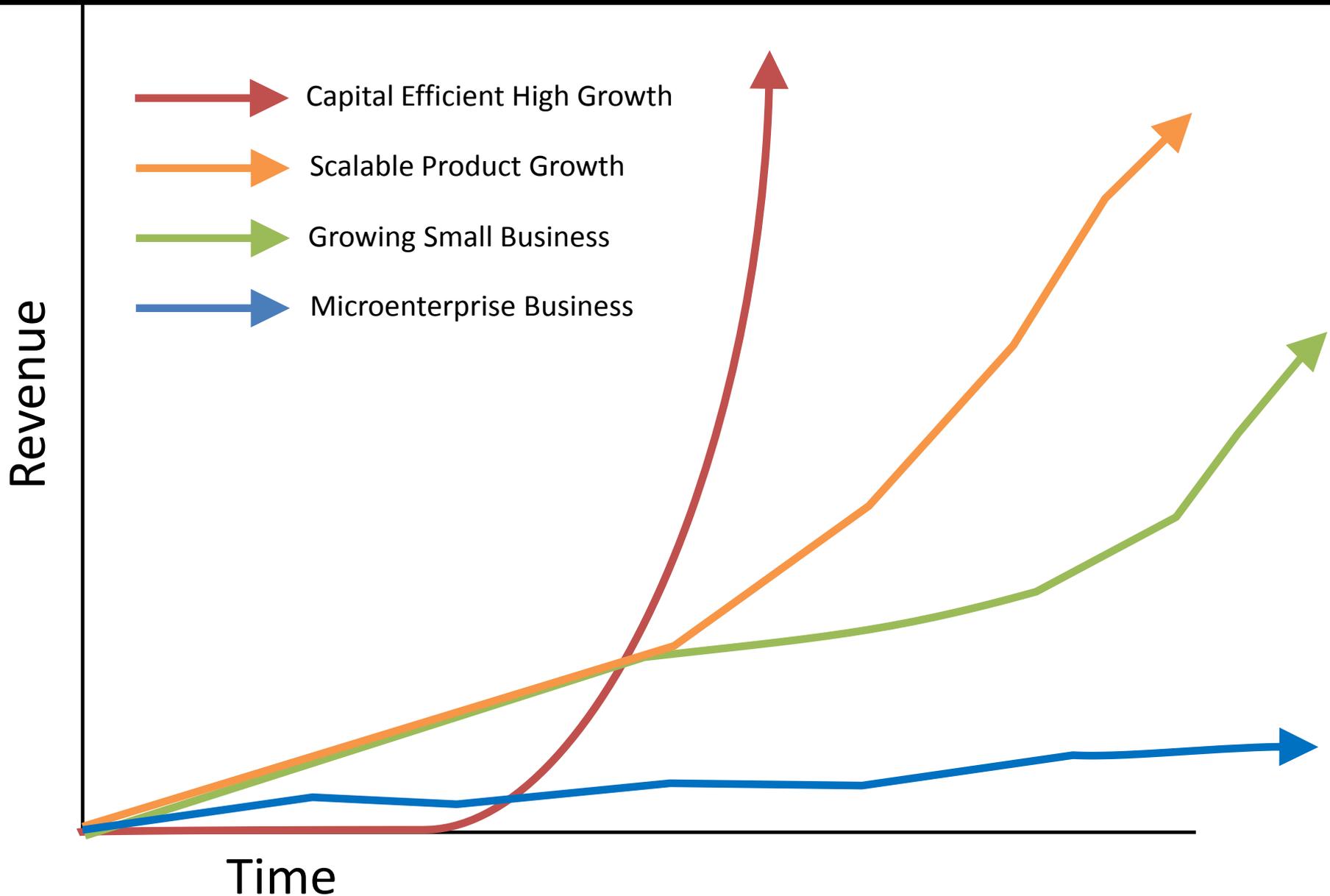
INVESTMENT FOR INCLUSIVE STARTUP FUND

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



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

CONCEPT

PUBLIC PARTNER BUDGET ALLOCATION

REQUEST FOR INTEREST

FUND MANAGER SELECTION

OCT
2014

JUNE
2015

AUG
2015

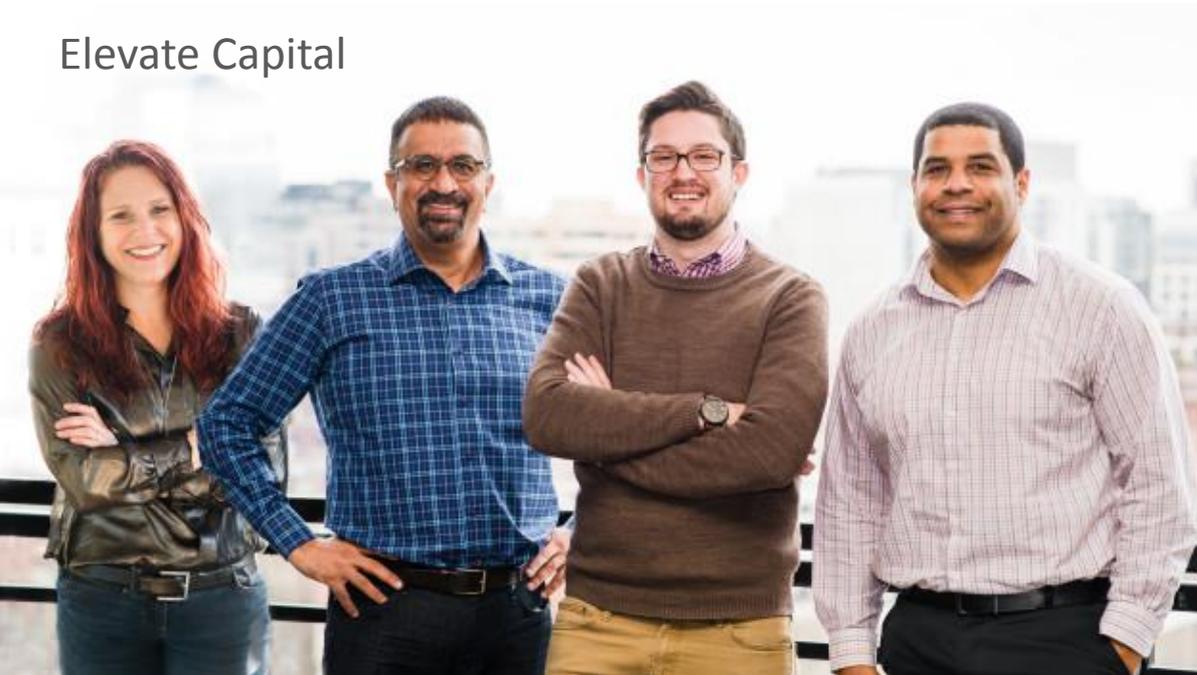
OCT
2015

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

CONCEPT

PUBLIC PARTNER BUDGET ALLOCATION

REQUEST FOR INTEREST

FUND MANAGER SELECTION

FINALIZE FUND PARAMETERS

OCT
2014

JUNE
2015

AUG
2015

OCT
2015

JAN
2016

FUND OVERVIEW

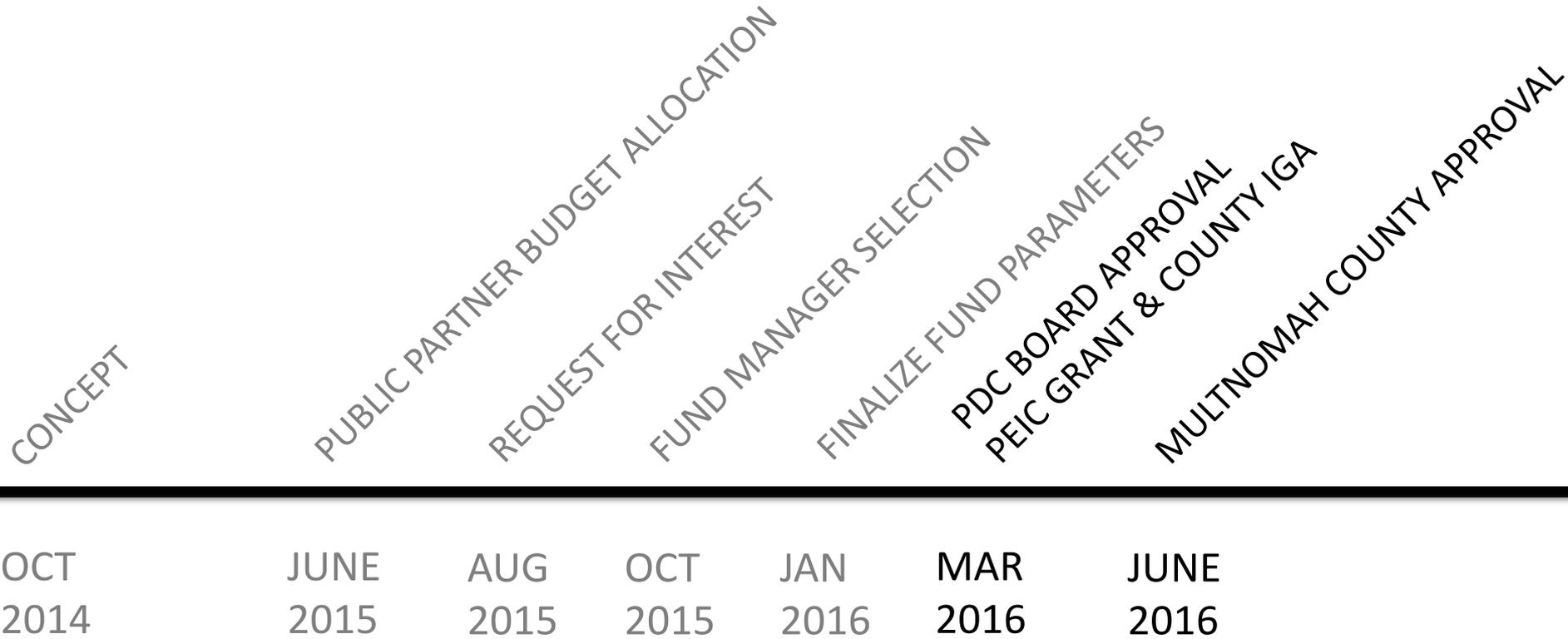
- \$3 million fund
- \$25 - \$75K investments
- Intense mentoring
- 30 companies
- Industry diverse portfolio
- Target founder demographics
 - 40% Black and/or Latino
 - 40% women
 - 20% other underrepresented

Lynn Le, CEO, Society Nine



Photo by Ill Gander

PROCESS

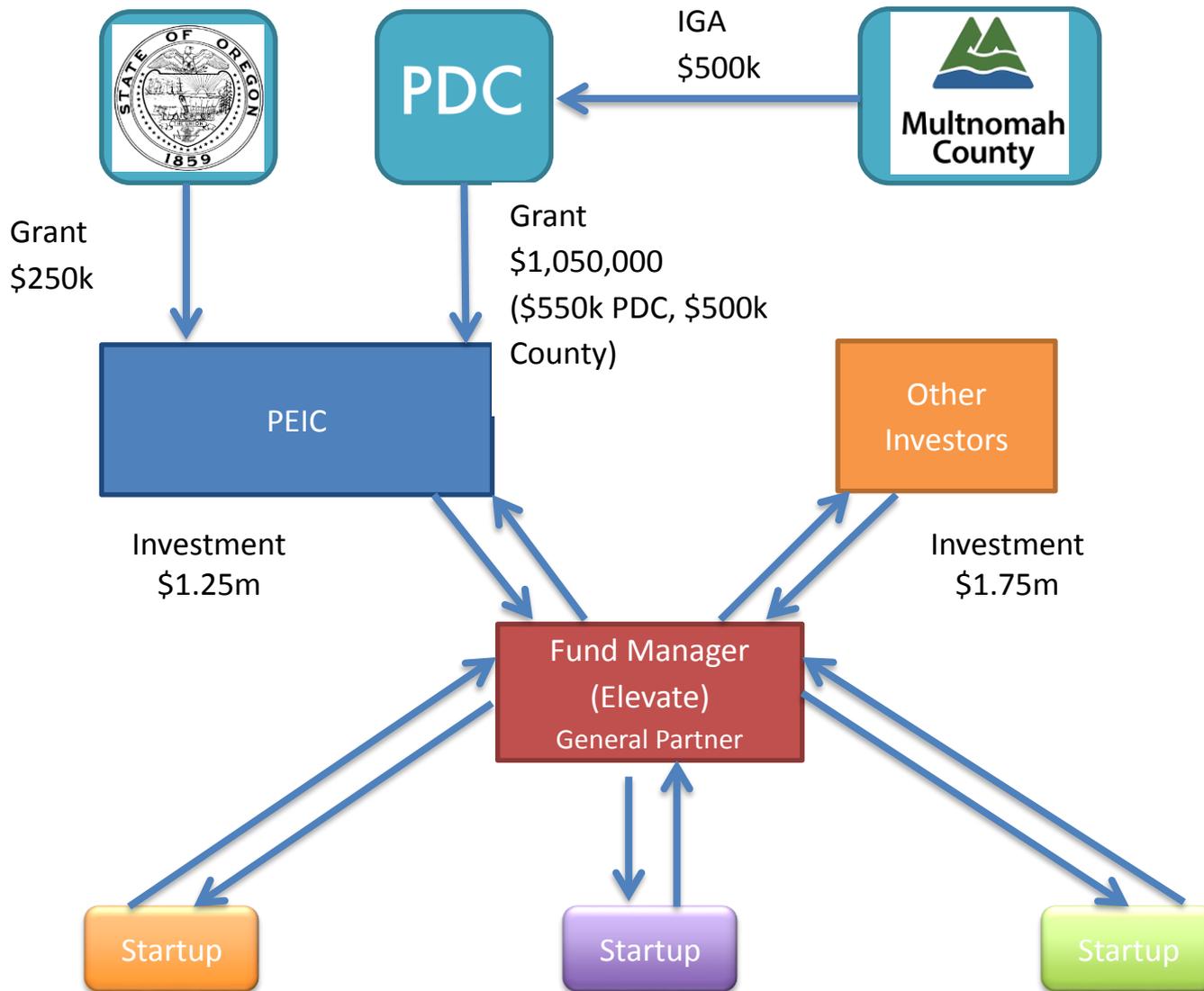


PEIC

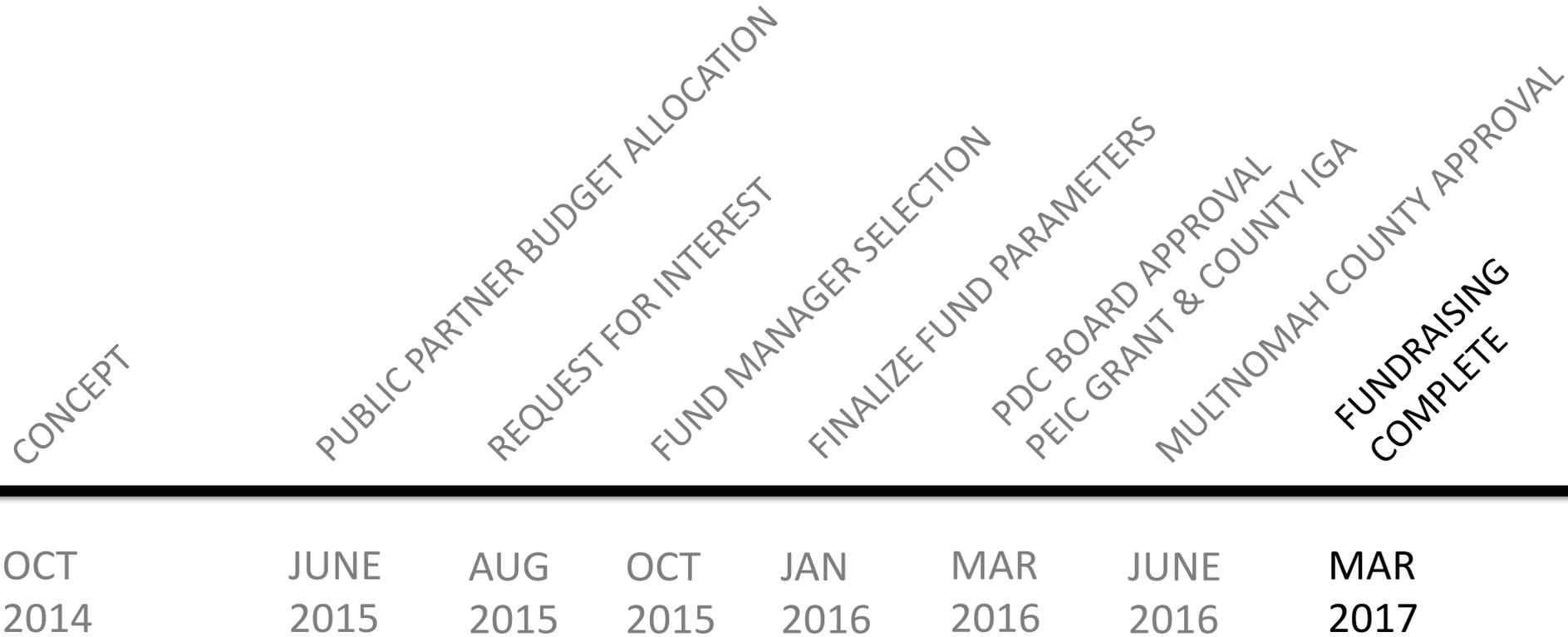
Portland Economic Investment Corporation (PEIC)

- 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?

