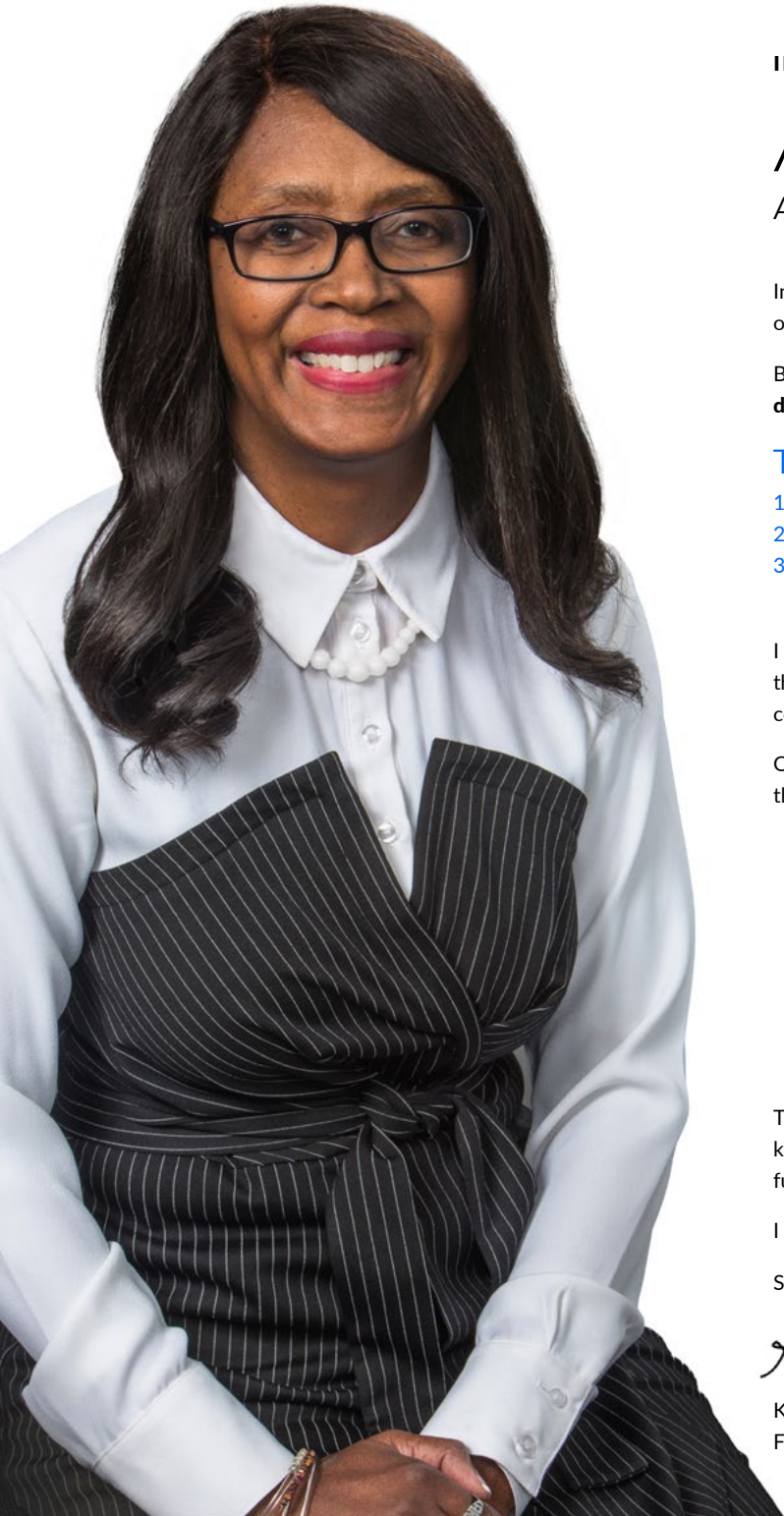




We're bridging the Capital Access Gap.





INTRODUCTION

A Message From Our Founder

A Thriving Inclusive Economy Benefits the Overall U.S. Economy

In the 25+ years of my own entrepreneurial journey, including founding seven companies, raising over \$145 million, and operating in five recessions, I have seen firsthand just about every challenge that small businesses have to endure.

But there is one constant operating challenge for diverse founders, and that is that **economic downturns have a more devastating impact on their businesses.**

There are three reasons for this:

1. **Limited customer-base or transactional revenue** that is negatively impacted when the economy slows down.
2. **Lack of reserve capital** to overcome revenue shortfalls during economic downturns.
3. **Lack of access to resources and partner connections** to help them adapt their business models in a changing economic environment.

I started Founders First as a national economic justice platform in 2015 to help diverse founder-led companies overcome these three obstacles so that they can thrive in almost any environment and become lucrative businesses for their owners, employees, communities, and investors.

Our member businesses have stepped up to the challenge — and then some. I'm delighted to share their achievements throughout this report, but here a few highlights they have accomplished in aggregate:



72%

Increase in Revenue



606

Jobs Created



59%

Members Added
New Revenue Streams



\$65M

Capital Raised
by Member Companies

These results and performance of spotlighted companies you will read in these pages showcase what the Founders First team knows for sure: **Building an inclusive economy is not just good for diverse founders, it's great for the U.S. economy.** And for our funding partners and investors, you can do good and do well. These tenants are central to our mission.

I hope you enjoy learning more about the impact that Founders First and the companies we work with are creating.

Sincerely,

Kim T. Folsom
Founder, Chairperson & CEO

SECTION 1

Who is Founders First?

Founders First operates through two distinct entities: **Founders First Community Development Corporation (CDC)**, a small business growth accelerator which operates as non-profit 501(c)(3) corporation, and **Founders First Capital Partners**, a source of direct revenue-based funding and advisory services to diverse and minority-led businesses located outside of major capital markets.

While separate, both entities support one another. Founders First CDC fills the knowledge gap, offering business training that diverse founders often need before they can adequately receive and deploy funding. Founders First Capital Partners fills the investment gap, offering funding these same founders typically can't get elsewhere, as well as continued support to help them succeed.

Founders First Mission

Our mission is to solve racial and social economic equity gaps by training, funding, and growing small businesses owned and operated by diverse founders.

At Founders First, our vision for the future is nothing less than an inclusive economy where diverse-led businesses thrive just as much as majority firms.

Founders First Background

Founders First was founded in 2015 to address a pervasive problem that still exists in our economy. Diverse and minority-led businesses are not growing as fast as other businesses, yet they comprise an increasing share of all U.S. firms.

Diverse owners start businesses at five times the rate of majority-led firms, and diverse teams outperform those run by a single race or gender by 32%. Yet, since 2002, these

firms were allocated less than 2% of investment capital, their revenue has remained largely flat and they have only been able to hire at a collective growth rate of 1%. Our mission at Founders First is to fix this incredible disparity.

There are many reasons that diverse-led businesses don't flourish the way they should, but chief among them is the lack of access to capital, training, and business connections needed to accelerate growth. Part of the problem with our business culture, fostered by venture capitalists in Silicon Valley and Manhattan, is the idea that the bulk of capital investment should swing for the fences in an attempt to find the next Apple, Amazon, or Google. While it's true that these businesses became global market leaders, they are as rare as the proverbial unicorn, and far riskier investments.

Rather than chasing unicorns, we maintain there are great investment opportunities among regional niche market leading companies. This has led us to adopt new animal avatars for growing diverse businesses — our “workhorse companies,” the Clydesdales, with \$500k to \$5M in revenue and our “for profit, with a cause” companies, the Zebras, with \$5M to \$100M in annual revenues. With their growing, steady, recurring revenue, these types of companies provide great investments that are far less speculative.

Founders First Impact Goals

As shown in the graphic, we have aggressive goals for both our investments and our growth acceleration programs.

Our target is to fund 1,000 companies and matriculate 5,000 program graduates by the year 2030.

The statistics and stories in this report illustrate our cumulative progress toward these goals through Q3 2022, and the impact that Founders First has for our founders and their companies.

Impact Goals

Founders First Capital Partners 2030 GOAL:

1,000

1,000 Companies Funded an Average of \$250k

\$250k

TODAY:

23 Investments by FFCP

\$30M Change Catalyst Fund
(\$5M Subscriptions to Date)

Founders First CDC 2030 GOAL:

5,000

5,000 Program Graduates, 10 Regions

10

TODAY:

600+ Graduates Since 2015

Total Member Company Revenue \$237M,
Average Growth in Revenue 78% YoY

SECTION 2

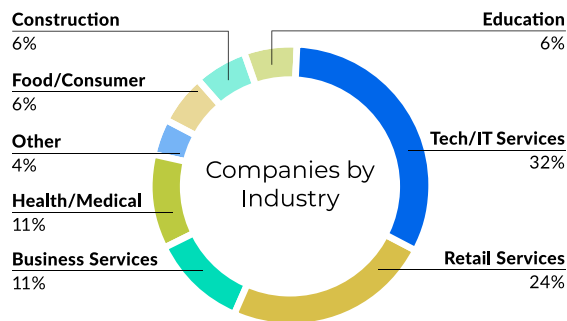
Founders First CDC

Who Founders First CDC Serves

We pride ourselves on the fact that our services are targeted to diverse-owned businesses. We accept a wide variety of entrepreneurs, but all have the same goal of growing their businesses. Founders First CDC is a leader in advocating for access to underrepresented and underserved small business owners, including women, people of color and LGBTQIA+, veterans, low-to-moderate (LMI) companies and companies located in LMI areas.

Just over half of our member companies are in technology and retail, with business services and health/medical companies comprising the next 20%. The rest of our members span food, consumer, construction and education.

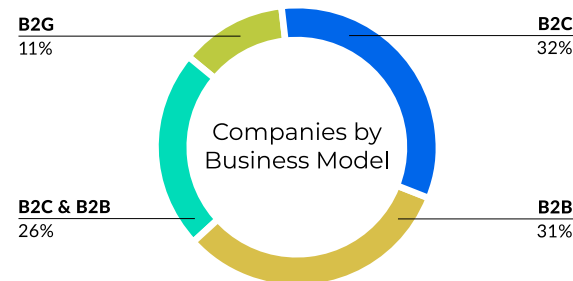
Across these industries, 31% of our member companies are B2B, 32% are B2C, 26% are both B2B and B2C and 11% are B2G.



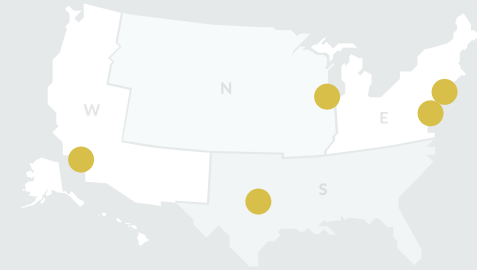
Of the CDC member companies that received funding, 60% of founders identified as female and 40% identified as male. The founders in these companies were 45% Black, 25% white, 15% Hispanic or Latinx, 6% Asian and 5% were two or more races.

Of the CDC member companies that were cash flow positive, 63% of founders identified as female and 37% identified as male. Across these companies, 43% of founders were Black, 28% white, 11% Hispanic or Latinx, 10% Asian and 6% were two or more races.

Revenue change statistics for member companies showed a +136% increase in revenues for Hispanic-owned companies, a +42% increase for white-owned companies, a +52% increase for Asian-owned companies and a +89% increase for Black-owned companies.



Our Reach



350

Companies Served in California

120

Companies Served in Texas

174

Companies Served Nationally in Other States

Our offices give Founders First CDC a national reach and a regional presence across the United States, with two more offices opening in the next two years. We separate the country into four regions. Our headquarters in San Diego services the West Region. In the Southern region, our office is located in Dallas. For the Northern region, we have a presence in Chicago. Finally, our Eastern region has dual hubs in Philadelphia and New Jersey. We are able to reach more companies in these diverse hubs when we have boots on the ground.

Performance Impact Measures

Founders First CDC gathers data on 200+ attributes to assess the needs of our member companies and determine what resources they require. By collecting and analyzing all of the attributes, we constantly learn about the challenges and needs for our diverse companies. We strive to understand our members before they become part of the Founders Family, measuring:

- Where they are as founders and leaders of their business
- Their progress and any gaps in their entrepreneurial journey
- Their confidence and development as business leaders
- The health and growth of their business

We measure the impact we're having along six key metrics:

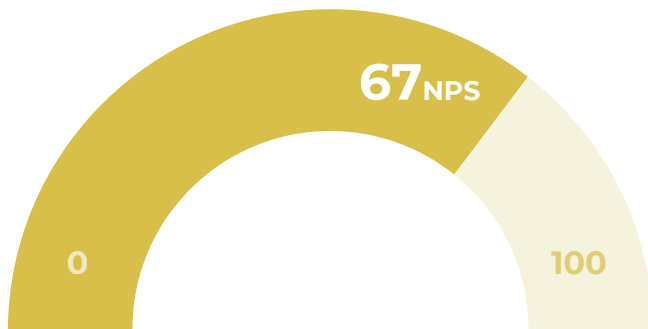
- Job retention
- Job creation
- Increase in revenues
- Funding raised
- Profitability
- Creation of new revenue streams

CDC Programs Delivered

Through Q3, 2022, Founders First CDC has conducted 54 Growth Accelerator cohorts – 18 Bootcamp, 25 Challenge and 11 FastPath programs, and have served a total of 644 companies.

The Founders First CDC team has spent 3,950 collective hours serving our member companies – 2,350 hours coaching and 1,600 hours delivering workshop sessions.

We conduct a Net Performance Survey with our program participants after each cohort and our current NPS score is ranked at 67.



Diversity Impact Measures

Lifting up diverse founders and enabling them to succeed is core to our mission. We provide access to resources and funding know-how to enable diverse founder-led businesses. Our programs support inclusive communities and we provide relevant growth funding to advance our mission. Founders First CDC welcomes everyone into our programs, as long as they meet the revenue requirements for their specific accelerator.

Who We Have Served

74%

People of Color

62%

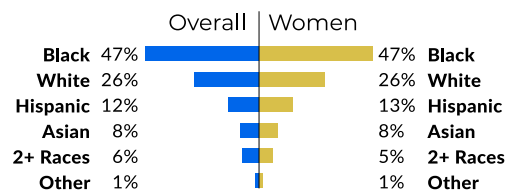
Women

45%

Companies in Low-to-Moderate Income Communities

8%

Veterans



Racial Demographics of Founders First Members



CDC Programs

Founders First CDC offers pre-funding programs that focus on teaching and guidance, putting small business businesses on a path to funding, job growth and profit acceleration. Other member programs develop leadership skills for founders and assess fund readiness of their business. We also offer a program specifically for elementary schools, students and their families.

The CDC growth accelerator programs provide tools and resources that business owners can put to immediate and practical use. We partner with our founders to assist with their growth goals in workshops that teach increasing levels of business acumen. In our growth accelerator programs, we help them construct a three-year growth playbook. Execution of this playbook is key to success, so we pair founders with experienced business owners and professionals to hold them accountable. The coaching they receive from these mentors helps them gain the benefit of real-world experience and see things from a different perspective. The CDC programs are specifically designed for entrepreneurs in different stages of their business careers and have helped hundreds of small business owners achieve their goals.



The CDC Program Journey From Start to Finish



Member Company Snapshot Starting Gate

Member companies join our growth acceleration programs from different stages of maturity and experience. Our founders are diverse not only in ethnicity or gender, but in their business acumen, education and background.

At enrollment, everyone starts with an assessment of current state. We gather a set of base statistics from which we can assess the company's level and establish a benchmark with which to measure future progress. These statistics are a mix of demographics and company information.

Member company snapshot on enrollment:

- The average time in business for our member companies is seven years, with an average annual revenue of \$477,000.
- The majority of companies are corporations or LLCs, with some sole proprietors.
- Founders First members are well educated – 5% hold a Ph.D., 32% have Master's degrees and 38% have Bachelor's degrees – all but 8% have some level of college education.
- The majority of founders bootstrap their company or take personal loans to get started, while some finance with personal savings, credit cards or friends and family help. Only 5% have funding from VCs or angel investors.
- 57% of new member companies are cash flow positive and 17% break-even – but 20% run a negative cash flow and 6% are not sure of their cash flow status.

\$348k

Average Funding Received by
Member Companies

\$65M

Funding Raised by Members
After Graduation



Member Company Snapshot Post-Graduation

When Founders First member companies complete one of our programs, they have renewed focus and 82% are confident in their opportunities for business growth. We provide regular check ins with them to monitor progress and for those that see stagnation or declines in their business, we provide resources based on the company's needs.

Overall, graduates of our programs realize increased cash flow, new recurring revenue streams and better access to funding.

Member company snapshot post-graduation:

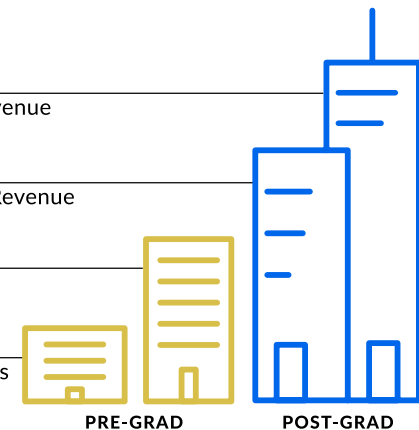
- 59% of member companies have added new recurring revenue streams.
- 72% of companies increased revenues, with an average increase of 78%.
- Cash flow status remains about the same – 48% positive, 21% break-even and 31% negative – but the big difference is that all member companies can now account for cash flow status – there were 0% “not sure!”
- 52% of members received funding post-graduation, and 60% of that was equity financing.
- The average amount of funding received by member companies was \$348k, and an estimated \$65M was raised by our members, based on the average of our confirmed companies.

78%
Average Increase in Revenue

72%
Companies Increasing Revenue

\$477,000
Average Revenue

7
Average Age of Business



Grants and Awards for Small Businesses

Founders First provides grant funding for our program participants, including full-tuition scholarships, and all the companies that participate in our accelerator programs compete for prizes awarded through our pitch contests. In addition, we provide grants to small businesses across the U.S. to help carry out our mission to solve racial and social economic equity gaps.

Through the end of the third quarter of 2022, we have added a total of \$784,000 in prizes and grant awards.

JOB CREATORS QUEST GRANT

The Job Creators Quest Grant incentivizes diverse small business owners to create premium wage jobs and retain their workforce. In addition to funds awarded for their commitment to job creation, they also receive tuition scholarships to join our accelerator programs. We believe that money paired with education makes the biggest difference for business owners and has the strongest impact for sustainable job growth.

Grant criteria:

- Annual revenues from \$100,000-\$3 million
- Currently 2-10 employees
- Ability to add 1-2 new employees in the next 12 months
- Founders are BIPOC, LGBTQIA+, Veteran, or Woman, or the business is located in an LMI area

Awards:

- 180 grant recipients
- \$507,500 awarded
- Average \$2,800 awarded per company

KITTY FUND

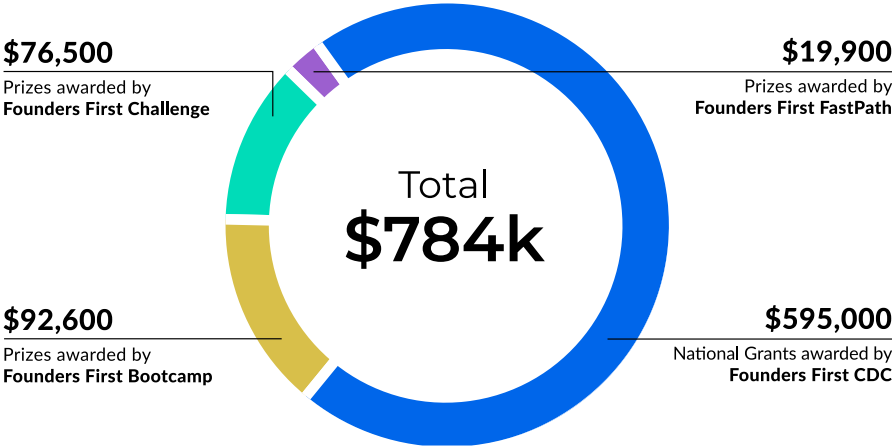
The Kitty Fund provides small grants to mompreneurs across the country in honor of founder Kim Folsom’s mother.

- \$25,000 disbursed in 2022 (50 grants of \$500 each)
- \$25,000 disbursed in 2021 (50 grants of \$500 each)
- \$12,500 disbursed in 2020 (25 grants of \$500 each)

STEPHEN L. TADLOCK FUND

The Stephen L. Tadlock Fund makes micro-investments in small businesses run by veterans. The award, which will be granted prior to Veterans’ Day, was inspired by Founders First’s CEO Kim Folsom’s brother, U.S. Navy veteran Stephen Tadlock. The \$25,000 fund will make its first investments in 50 veterans who are running employer-based small businesses.

- 50 grant recipients
- \$25,000 disbursed

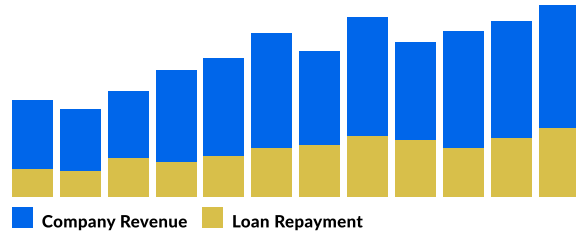


SECTION 3

Founders First Capital Partners

Revenue-Based Financing

Founders First Capital Partners is a revenue-based financing (RBF) lender. RBF is a non-dilutive type of capital where investors lend money to companies in return for a percentage of revenues until the initial loan amount and repayment cap have been paid off. Payments go up and down based on how much revenue the company brings in each month.



Small business owners like our members need capital to fund their growth, but different financing options pose various drawbacks:

- Banks require collateral that small startups can't provide
- Fintech merchant financing provides fast access to cash, but is costly
- Angel investors often cannot provide capital to scale
- VC investors look for sizable equity stakes and favorable exit opportunities

With lower barriers to access, revenue-based payments and no loss of ownership or equity, RBF is the best of equity and debt for small business owners.

Why RBF Makes Sense for Our Model

Revenue-based financing can be ideal for businesses with at least 40% gross margins and repeating revenue streams, which our members learn to develop in our growth accelerator programs. While more expensive than bank loans, RBF is less expensive and far more flexible than equity investments. There are limited financial covenants in place, and as a result, payments depend only on the company's performance. This is all possible without giving up control, and without pledging real estate assets. Founders retain the company's value upon an exit from repaying the loan. Additionally, funding approval is tied to business revenue, not their personal financial profile, making it easier for many founders to qualify.

Revenue-based financing advantages:

Limited financial covenants

Payments depend only on company performance

No loss of control

No board seat, no ability to replace management

No pledge of real estate assets

May not have to submit to claims of against the assets of the company

Aligned interest

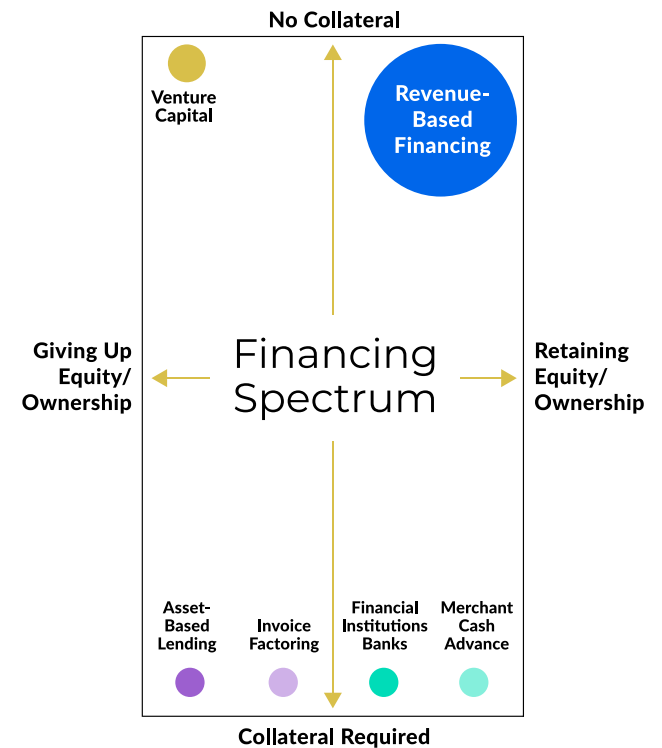
Founders First internal rate of return depends on your performance

Advice and support

Founders First helps and supports growth

Business owners retain control

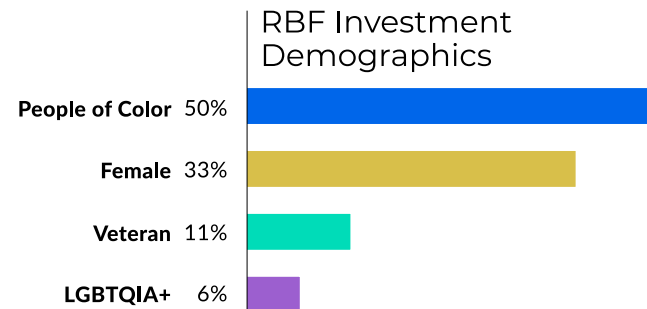
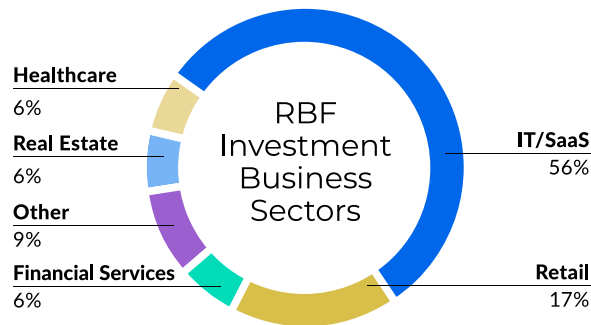
Founders First doesn't take an equity stake



Revenue-Based Financing

Impact From \$5M+ in Revenue-Based Financing

To date, Founders First has invested more than \$5M in capital. Our founders who take a revenue-based financing investment see their revenues increase by an average of 26% within two years after funding. Our average deal size is \$275,000, and 32% of our investments were made in low-to-moderate income areas. More than 74% of funded companies had existing debt prior to funding, with the average founder carrying \$168k in an average of two sources of debt.



\$5M

Investments in capital, to date,
by Founders First

26%

Member Companies' Average Increase in
Revenue Two Years After Funding

\$275k

Founders First Capital Partners
Average Deal Size

32%

Investments Made in
Low-to-Moderate Income Areas

Institutional Investor Perspective



We are passionate about equality, whether that's the right for women to vote or providing access to the same financial opportunities regardless of race or gender. This is why I'm fiercely proud to support Founders First on their mission for an inclusive and equal economy."

Demetric Duckett
Managing Director
Living Cities

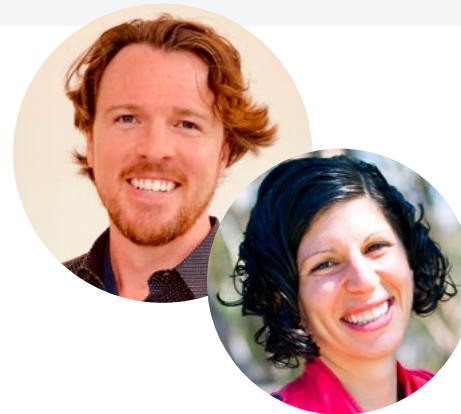


BIPOC and other diverse-owned businesses are crucial vehicles for generating wealth, creating jobs and increasing equity in communities that have historically been excluded from equal access to opportunity, through no fault of their own. We are proud to be investing in these high-growth businesses through Founders First and believe doing so will help forge a more inclusive economy, reduce the wealth and employment gaps, and strengthen our democracy."

Margot Kane
Chief Investment Officer
Springpoint Partners

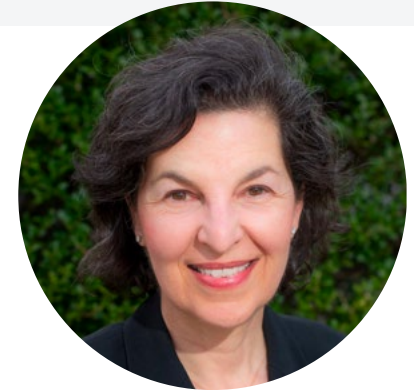


Impact Investor Perspective



We're passionate about Founders First's mission to address inequality in our economic system by expanding under-represented business founders' access to capital. The innovative use of revenue-based financing, along with training and development, empowers founders to change the socioeconomic dynamic in their communities."

David and Karmel Allison
Former Google/Tech Executives
Angel and Impact Investors



I invested in the Change Catalyst Fund because I believe Founders First has cracked the code for spurring growth among diverse founders. The model benefits investors, business owners, and the communities in which they live and work. It's a powerful way to bring greater socio-economic parity into the system at its roots."

Lisa Frusztajer
Angel and Impact Investor

Our Vision

Thank you for taking the time to learn about the mission we're on and all of our initiatives. We hope you've been able to see how Founders First CDC and Founders First Capital Partners work symbiotically to achieve our goals of training, funding and growing diverse-founded and operated businesses.

Rest assured that as we progress toward the end of 2022 and beyond, we'll be expanding our efforts to build our vision of an inclusive economy, breaking down the barriers for growth, job creation, and wealth building. The growing list of companies we work with represent an outstanding opportunity for investment.

We hope you'll join us on our journey!





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Join us on our mission.

To learn more, go to:

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foundersfirstcdc.org

