# CDFA // BNY MELLON DEVELOPMENT FINANCE WEBCAST SERIES Unlocking Capital for BIPOC-owned Businesses

### The broadcast will begin at 2:00pm Eastern

- Submit your questions in advance using the chat box
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# Allison Rowland

Manager, Research & Technical Assistance Council of Development Finance Agencies Columbus, OH

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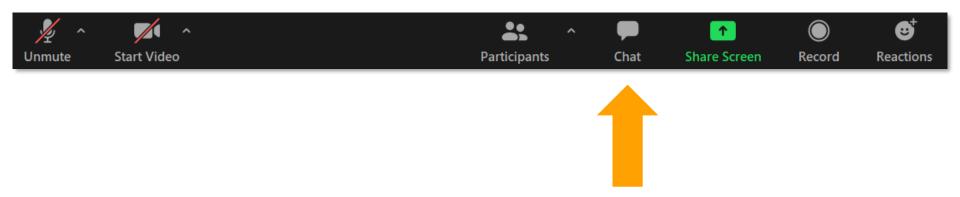


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## Submit your questions by using the chat function



# Panelists

#### **Precious Drew**

Co-Managing Director, Northwestern Mutual Black Founder Accelerator gener8tor

### **George Ashton**

Managing Director, Strategic Investments Local Initiatives Support Corporation

### CDFA Training Institute Dave Castillo

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Chief Executive Officer

Native Community Capital

### Jonathan Glover, Moderator

Vice President
The Bank of New York Mellon

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# Jonathan Glover

Vice President
The Bank of New York Mellon
Chicago, IL

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# Precious Drew

Co-Managing Director, Northwestern Mutual Black Founder Accelerator gener8tor Milwaukee, WI

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# gener8tor

# MISSION

# TO BE THE BEST PARTNER FOR A COMMUNITY TO INVEST IN ITS BEST AND BRIGHTEST





"TOP 15" ACCELERATOR PROGRAMS
IN THE UNITED STATES

SEEDRANKINGS.COM

# gener8tor

# PLATFORM

Ecosystem Connecting Startups, Entrepreneurs, Artists, Investors, Universities and Corporations

PRE-ACCELERATORS

ACCELERATORS

CORPORATIONS

CULTURE

UPSKILLING



























**(g**)







# PRE-ACCELERATORS

# ACCELERATORS

# CORPORATIONS

# CULTURE

# UPSKILLING

gALPHA









**MUSIC** 



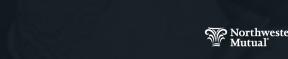












Northwestern Mutual Black Founder Accelerator



**ART** 

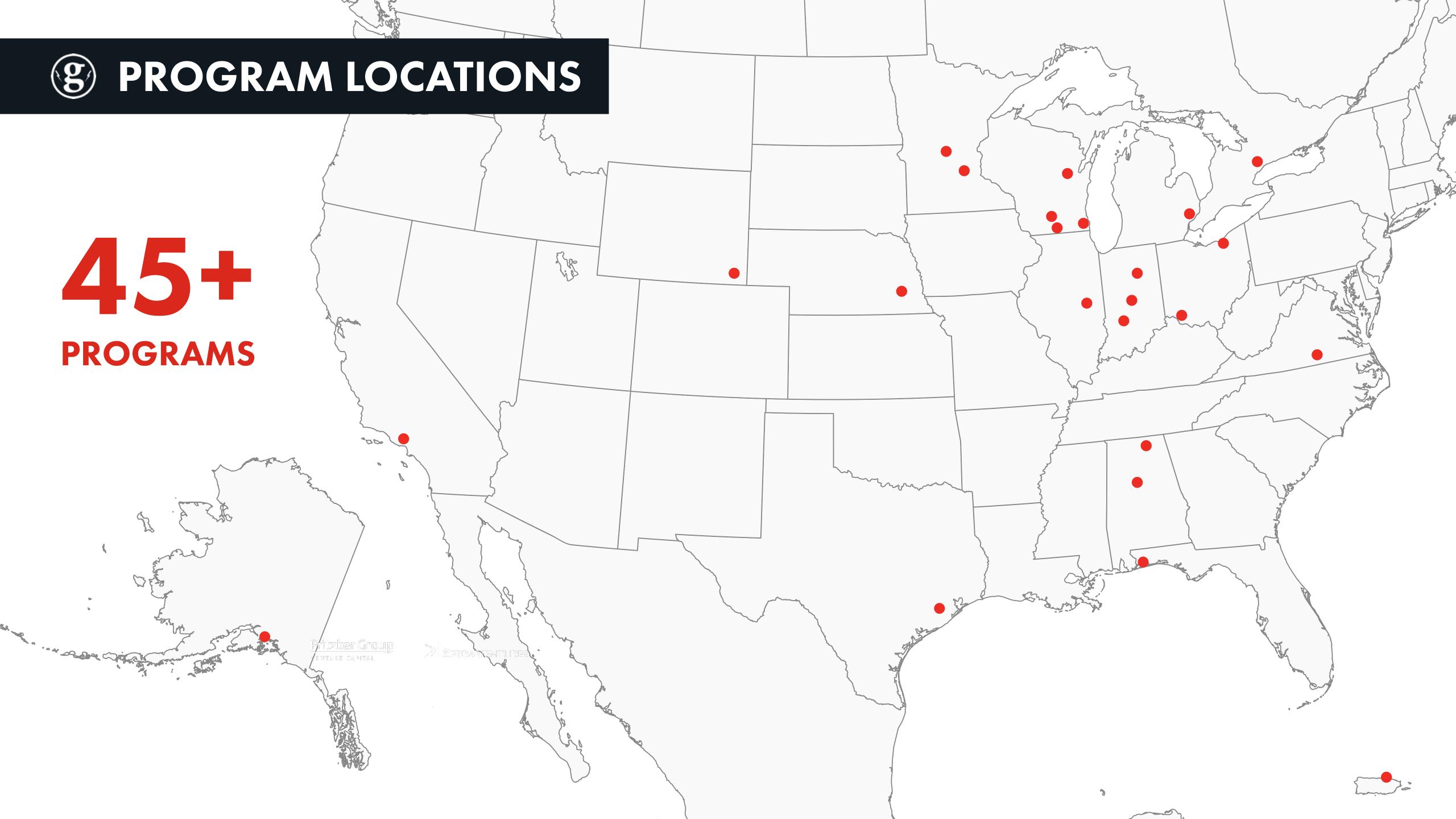
gBETA is a free,
seven-week
accelerator for
early-stage
companies with
local roots.

Nationally ranked accelerators investing in the best startups in the world selected from thousands of applicants.

Programs to support the formation and growth of corporate venture capital funds and innovation departments.

Accelerators for artists & musicians focusing on creative placemaking in our communities.

Virtual technical skill training programs for job seekers looking to obtain in-demand jobs.



# GENER8TOR STATISTICS

2012

Founded

43

Accelerators

23

Cities

13

States/Provinces

500+

Startups

\$500M+

Total Follow-on Financing

5,000+

Jobs

100+

Investments

85%

Raised \$250K+ or Acquired

62%

Raised \$1M+ or Acquired

37%

Minority Founder

32%

Female Founder



# Northwestern Mutual Black Founder Accelerator

**POWERED BY** 



Key strategic areas of focus: fintech, insurtech, digital health and data analytics



# Investment

Traditional \$20K: 6-7% \$80K: Follow-on

Northwestern Mutual \$100K: uncapped convertible note or directly into round

# Mentor Swarm

100+ mentor speed dating

# Biweekly Meetings

Two weekly, one-hour meetings

# Weekly Meals

Guest speakers
Goal setting

# Retreats

One-on-one with the gener8tor team

# Investor Swarm

One-on-one pitches with 85+ unique investors/funds

# Premiere Night

Demo Day Showcase

# Ongoing Support

Most valuable investor



Calvin Williams, Jr.

Freeman Capital freemancapital.co



**Kimberly Wilson** 

HUED huedco.com



Haafiz Abdurrahim

RiftPay.io



**Travis Holoway** 

Solo Funds solofunds.com



**Chad Johnson** 

Tip a ScRxipt tipascrxipt.com













# Kimberly Wilson

HUED huedco.com

# **Forbes**

Serena Williams Joins Funders Backing Kimberly Wilson's **HUED—A Company** Addressing Racial Disparities In Health

RaVal Davis Contributor ① Diversity, Equity & Inclusion I cover the intersections of race, gender and entertains body positivity and wellness.



Listen to this article now

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Serena Williams, Female Founders Fund Place Their Bets On This Black Woman **Tech Founder With \$1.6 Million Investment** 





# gener8tor



# George Ashton

Managing Director, Strategic Investments Local Initiatives Support Corporation New York, NY

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CDFA Panel – Unlocking Capital for BIPOC Owned Businesses

August 17, 2021



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LISC Fund Management, LLC is a Registered Investment Advisor with the U.S. Securities and Exchange Commission.

■ LISC Strategic Investments



1

# **About LISC**

# **About LISC**

## Since 1979, LISC has been creating an impact



# **Billion Invested**

### 436,320 Homes

### Affordable homes built and/or preserved including:

- Multifamily rental
- Supportive housing for special populations such as chronically homeless, LGBTQ, seniors and veterans
- · Affordable homeownership

We also emphasize sustainability through green, healthy housing and transit oriented development.

### **\$466.5 Million**

#### **Total Net Assets**

- Net worth has increased 67% in the past 5 years
- Raised \$249 million in private grant funds in 2020

### 74.4 Million Square Feet

Square feet of commercial, retail and community space, including:

- Early childhood centers
- Schools
- Fields/recreational spaces
- Healthcare centers
- **Grocery stores**
- **Financial Opportunity Centers**

#### AA-S&P Rated CDFI

- S&P cited LISC's financial stability, track record of performance and community impact as compelling indicators.
- LISC is the first CDFI to tap the general obligation bond market, with a \$100 million issuance in 2017

# **Local Presence & Affiliate Companies**

37

Locations

Atlanta, GA

Boston, MA

Buffalo, NY

Charlotte, NC

Chicago, IL

Cincinnati, OH

Denver, CO

Detroit, MI

Duluth, MN

Flint, MI

Greenville, SC

Hartford, CT

Honolulu, HI

Houston, TX

Indianapolis, IN

Jacksonville, FL

Kalamazoo, MI

Kansas City, MO

Los Angeles, CA

Louisville, KY

Memphis, TN

Milwaukee, WI

Minneapolis/ St. Paul, MN

New York, NY

Newark, NJ

Norfolk, VA

Oakland, CA

Peoria, IL

Philadelphia, PA

Phoenix, AZ

Providence, RI

Richmond, VA

San Antonio, TX

San Diego, CA

Seattle, WA

Toledo, OH

Washington, DC

Rural Program working in 2,100+ counties across America

**4 National Affiliates** 

**National Equity Fund** 

www.nefinc.org

**New Markets** 

**Support Company** 

www.newmarkets.org

immito

www.immito.com

LISC Strategic Investments

www.liscstrategicinvestments.org

■ LISC Strategic Investments

2

# LISC Strategic Investments

# LSC STRATEGIC INVESTMENTS

Strategic Investments (SI) is Local Initiatives Support Corporation's (LISC) national impact investment team leveraging LISC's 40 years of experience in community investing to pool public, private, and philanthropic capital into **innovative and impactful finance vehicles.** These finance vehicles create measurable impact in underinvested communities and reliable risk-adjusted returns for our investment partners.

SI maximizes LISC's national resources and reach of LISC's local offices, creating a dual powered approach to raising capital, local deal origination, fund management and more.

# **SI Investment Strategies**



Housing



Racial Wealth Equity



City Funds



Business

SI creates impact financial vehicles that give investors direct access to affect change in the places they care about most, using multiple and often interconnected investment strategies.

SI's strives to deliver positive social and community outcomes with meaningful financial returns and remarkable partner services.



Opportunity Zones



Education



Healthcare



Commercial Real Estate

LISC Strategic Investments

# SI Service Lines & Highlights

Strategic Investments delivers impact on behalf of its investors, partners, and communities of focus through three main service lines.

- Fund Management
- 2 Community Investment Accelerator
- **3** Venture Investments

Nearly \$1 Billion
managed in off-balance sheet
funds\*

Opportunities are sourced through LISC's

37 local offices and LISC partners

7 investment funds created since 2019

# SI Funds & Initiatives







Charlotte
Housing
Opportunity
Investment Fund

Minority Small Business Equity



Entrepreneurs of Color Loan Fund



■ LISC Strategic Investments

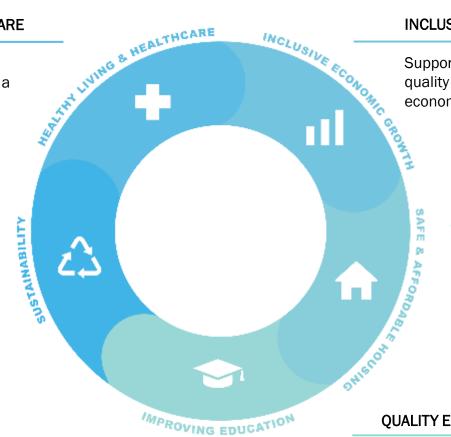
# **Impact Strategy and Framework**

#### **HEALTHY LIVING & HEALTHCARE**

Increasing access to quality health and social services in a safe environment

#### **SUSTAINABILITY**

Creating longlasting impact and smart resource use.



#### **INCLUSIVE ECONOMIC GROWTH**

Supporting permanent and quality jobs for inclusive economic advancement

#### SAFE & AFFORDABLE HOUSING

Building mixed-income, affordable, and safe housing for neighborhood residents

#### **QUALITY EDUCATION**

Closing the achievement and skills gap by access to quality education





LISC works with its partners to align investment strategies with quantifiable impact outcomes, and to implement measurement and reporting accordingly.

We are comfortable measuring our impact to standards such as the Global Impact Investing Network (GIIN)'s IRIS + and the United Nations' Sustainable Development Goals (SDGs), and have customized impact assessment frameworks developed in partnership with leading corporations, investors, municipalities, and partners.

LISC Strategic Investments

# LISC Partners, Investors, and Clients at a Glance





























Morgan Stanley



























Genentech













3

# LISC's Project 10X



# Project 10X

In 2016, the median wealth of white families was 10 times that of Black families. Project 10X is investing in innovative models and effective solutions that create exponential, not incremental, change. We're raising \$1B in grants, debt, and equity to address the key drivers of health, wealth, and opportunity for people of color.

Project 10X will invest in community organizations, businesses, and developers to seed new ideas and scale proven approaches in four key drivers of health, wealth, and opportunity.



Generating lasting equity and wealth through homeownership and small business ownership



**Supporting quality jobs with good wages and benefits** 



Investing in community health, digital access, education, arts, and justice



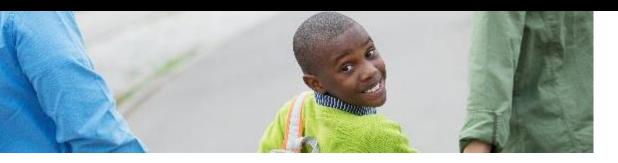
Building credit and savings and strengthening BIPOC-led financial institutions

■ LISC Strategic Investments

3

# LISC Strategic Investments Funds & Investments

# **Black Economic Development Fund**



### **CHALLENGE**

The racial wealth gap is a \$16 Trillion growth opportunity for this country. Black-led financial institutions are well positioned to provide capital to the 35 percent of underbanked black households to close the racial wealth gap<sup>1</sup>. However, Black-led financial institutions and the communities they serve need more investment. In 2004 there were 48 Black-owned banks, today there are less than 20 and only one over \$1 billion in AUM. Several challenges arise in mobilizing capital into Black led banks and institutions, however, LISC has the ability to successfully lend to and with these institutions to create economic opportunity for these communities.

# **OPPORTUNITY**

The Black Economic Development Fund (BEDF) is a impact treasury investment fund managed by LISC that will provide deposits, bridge financing and other financing to black led financial institutions, anchor institutions, and businesses. LISC leverages its 40+ years of working in Black communities, investing in Black financial institutions, and managing impact funds to meet investor impact and risk requirements.

### **FUND HIGHLIGHTS**

Geography National

Fund Size \$250 million

**Target Returns** 1-2 %

**Asset Class** 10% minority bank deposits

90% allocated to lending <= 5 years

Investment Type **Deposits & Loans** 

Risk Expectation Low to moderate

Minimum Investment Amount \$25 million

Commitment Period 5-7 years from final close

### **INVESTORS AND FUNDERS**



















Thermo Fisher

McKinsev & Company

# **IMPACT GOALS**

Increasing investments and capital in Black-led and managed financial institutions and organizations.

BLACK **ECONOMIC** DEVELOPMENT FUND

Website Overview

Contact Us

<sup>1)</sup> Peterson, Dana M, and Catherine L Mann. "Closing the Racial Inequality Gaps." Citi Global Perspectives & Solutions, Citigroup, Sept. 2020, www.citivelocity.com/citigps/closing-the-racial-inequality-gaps/.

# MLK Gateway Plaza II Black Economic Development Fund

\*closed July 2021



# **About MLK Gateway Plaza II and Menkiti Group**

The Sponsor, Menkiti Group, is a minority-owned real estate company based in Washington, D.C. The Black Economic Development Fund provided an \$8 million bridge loan that will be used to **establish a modern commercial center in Anacostia**, a historically underinvested neighborhood with few options for quality real estate inventory. MLK Gateway II is **strategically located** at the entrance to the neighborhood and adjacent to public transportation options in the hopes of facilitating future development and job growth in this area. The Menkiti Group has committed to a real estate training facility as well as a tech skills hub.

# **Impact Profile**

The project has been designed to **maximize socially-conscious impact**. The East of the River Real Estate Academy and Enlightened, Inc. will provide technical assistance to residents, positioning them for future employment in the tech, management, and real estate industries, opportunities that have not previously existed within Anacostia due to a history of underinvestment. Sponsor has committed to **supporting the long-term inclusive development of the neighborhood** by partnering with community organizations, most notably the Advisory Neighborhood Council for Ward 8.





\$8 MILLION

WASHINGTON, DC

Committed to serving communities and transforming neighborhoods by serving on civic and public service organizations, Mr. Menkiti launched the CPMG Foundation an organization that focuses its resources on serving its community in the areas of Housing, Youth, Education, and Entrepreneurship.

BRIDGE

LOAN

OFFICE

BUILDING

■ LISC Strategic Investments

# **Entrepreneurs of Color Loan Fund**





# **CHALLENGE**

If people of color in the U.S. owned businesses at the same rates as White Americans, the country would have 1 million more businesses, 9 million more jobs and \$300 billion in additional income<sup>1</sup>. Minority business owners historically lack access to capital, advisory services and face unique systemic barriers. Even still, these businesses are resilient and deserving of access to appropriate investment.

# **OPPORTUNITY**

The Entrepreneurs of Color Loan Fund (EOCLF) is mission-oriented investment fund improving access to capital for Black, Indigenous, and Person of Color (BIPOC) small business owners by partnering with local Community Development Finance Institutions (CDFIs). The EOCLF objective is to increase the volume of loans provided to BIPOC-owned businesses through purchasing in whole or in part, small business loans originated by partner CDFIs. The EOCLF is part of the larger Entrepreneurs of Color Fund (EOCF) Initiative which launched in 2015 and continues to scale partnerships with local CDFIs and expand technical assistance to BIPOC-owned businesses

### **FUND HIGHLIGHTS**

Geography Multiple cities across the US

Fund Size \$100 Million

Capital Type Senior loans, subordinate debt, grants

Investment Asset Class Minority small businesses loans

Investment Type Loan participations

EOCF Network 12 collaborating CDFIs & adding more

# **INVESTORS AND FUNDERS**

JPMORGAN CHASE & CO.

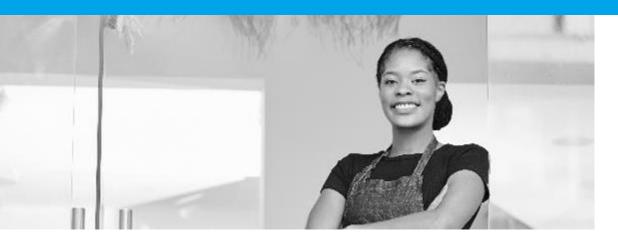


### **IMPACT GOALS**

- Providing capitol and increasing jobs for BIPOC businesses and communities
- Create the best practices and asset class performance history to support scaling minority business loan investing
- Improve access to financial products and services in traditionally underserved, low to moderate income communities

# **New York Forward Loan Fund**





### **FUND OVERVIEW**

The NY Forward Loan Fund Trust (NYFLF), a new \$100M loan fund, will provide flexible, low-interest capital to small businesses, nonprofits, and small landlords in New York State reeling from the economic impact of COVID-19. The Trust will be capitalized by senior debt from banks, subordinate debt from foundations and will benefit from loan loss reserves provided by two State agencies. The Trust will purchase loans originated by the five partner CDFIs. These loans, and the technical assistance that accompanies them, will provide organizations with the support they need to reopen and navigate a new economic reality.

LFM will manage NYFLF capital, which will be distributed via the five CDFIs.

### **IMPACT GOALS**

- 60 percent of loans to minority and/or women owned or led businesses and non-profit
- Geographic diversity, investing across all of New York

### **FUND HIGHLIGHTS**

Multiple cities across the US Geography

Fund Size \$100 Million

**Asset Class** Small local businesses, start-up existing, or legacy via

CDFI investments

Investment Type Up to \$5 million

**EOCF Network** 9 collaborating CDFIs

### **Trust Administrator**

# LSC STRATEGIC INVESTMENTS

# **Supporters**





### **Loan Processing CDFIs**











# **Funding Organizations**







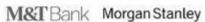














LISC Strategic Investments

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# Tech Valley Hospitality Shuttle New York Forward Loan Fund

# **About Tech Valley Shuttle**

Tech Valley Hospitality Shuttle is the number one shuttle service in the Capital Region. We pride ourselves on consistently delivering top-notch hospitality to our guests. Whether you need a chartered bus to transport your loved ones on your wedding day, or you need a luxury sprinter to travel to catch the Yankees play. Tech Valley Hospitality Shuttle guarantees to meet all of your transportation needs.

# **About the CEO**

Trent Griffin-Braaf, CEO established Tech Valley Hospitality Shuttle in 2016. It is a NYS Certified MWBE (Minority Business Enterprise). Trent is focused on creating opportunities & being a resource for others. He has grown his business from a hotel-based transportation agency in 2016 to a fully customizable transportation company specializing in work force transportation.

Location Cohoes, NY Number of employees 11

This loan was made by: Pursuit



The process was simple and they understood our business plan and where I wanted to see it go. They believed in Tech Valley and approved a loan.

-Trent Griffin-Braaf, owner of Tech Valley Hospitality Shuttle Minority Small Business Equity

### **CHALLENGE**

Since most entrepreneurs rely heavily on their "family & friends" network to make the first outside investment in their companies, those with access to capital rich "family & friends" get funding. For numerous reasons, many minority entrepreneurs do not have access to capital rich "friends & family" and are forced to seek other forms of less favorable capital. Entrepreneurs may extend their personal credit too far or run their businesses to break even, and any significant external impact to the business will shutter its doors. This capital chasm is one of the most challenging aspects to the growth of minority small businesses which are by and large the largest employers of blacks in the country.



### **OPPORTUNITY**

LISC is launching a "friends & family" small business equity fund. We plan to utilize a proven small business valuation methodology to lower the cost and time of make equity investments. We will also connect our portfolio companies to each other to form cohorts in each city, so that their shared experiences can provide best practices to each other. We will structure the fund to reward cohorts for good performance across the companies, therein in order to incentivize a group success mentality.



# **PILOT CONCEPT**

Geography National (37 LISC Local Offices)

Fund Size \$50 Million (October 2020)

Target Returns 5-7%

Asset Class Minority Small Business Equity Investments

Investment Type Grant or Equity

Risk Expectation High for each investment, mitigated by many

investments and multiple LPs

Fund Term 5-7 years

Timing Countercyclical – raise now, launch in Q1

Impact Goals 40-50 investments in Minority small businesses on a

revenue basis of 50-100%, new jobs, new services for

communities

# **LISC Minority Venture Capital**

### **CHALLENGE**

US venture funds raised \$46.3 billion across 259 vehicles in 2019, **yet less than 3% of this is allocated to Black and Minority-owned startups.** This directly contradicts the opportunities in the marketplace, where the number of startups founded by Black women has more than doubled since 2016, making minority owned business one of the fastest growing sectors. This disproportion of funding is largely due to the lack of minority VC funds and unwillingness of traditional allocators to invest in "first time fund managers." This limits the capacity for new entrants and **perpetuates the lack of minorities** in the space.

# **OPPORTUNITY**

We need to increase the number of minority VC managers. People of color should be able to pitch to people who look like them. This opportunity is to invest alongside LISC's VC team and allocations in a Fund of Funds. LISC has made a handful of impactful investment to date through its seasoned and dedicated team of professionals. This enable LISC to find alpha in overlooked managers and create impact to break the cycle. Many of these first time minority teams are experienced entrepreneurs and or former VC employees at other firms. They just need access to opportunity.



# **CASE STUDY | FEARLESS FUND**

The Fearless Fund is a fund managed by minority women that invests in minority women-led companies. LISC worked with Fearless to create institutional grade due diligence materials which increased the fund size from a \$2M target to \$20M cover. LISC invested 500K of its own capital and enabled Fifth Third Bank to invest \$250K through a donation to LISC.

■ LISC Strategic Investments



# Unlocking Capital for BIPOC-owned Businesses

# Dave Castillo

Chief Executive Officer Native Community Capital Phoenix, AZ

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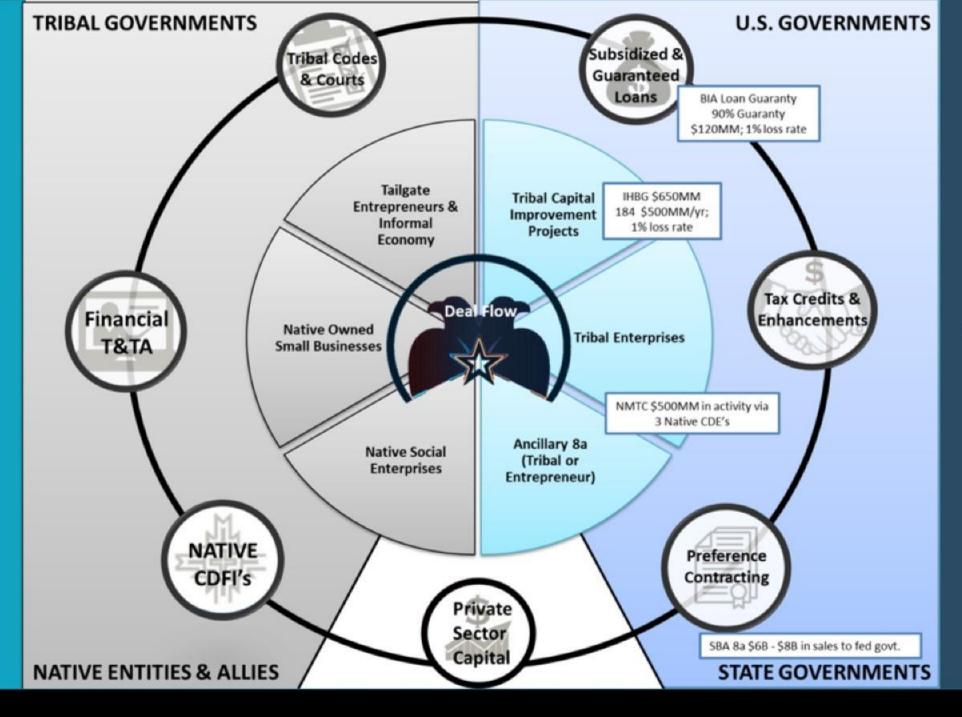






dcastillo@nativecap.org 855.628.2272 nativecap.org

Infrastructure in place to deploy capital where it is needed most but limited investor appetite...



...resulting from large lender transactions driven by capital markets.



# SOCIAL & ECONOMIC INVESTMENT OPPORTUNITY



Overlooked Community Lenders Seek Aid After Missing Loan Frenzy

- Inefficient deployment of Stimulus Funds.
- CDFI Lenders Closest to Community Need New Resources to Address Economic Distress...

Community Lenders Left Behind in Relief Law

Biggest U.S. banks outpaced CDFIs in relief loan program

	CDFIs	Banks (\$50B+ in assets)
Lender count	303.0	34.0
Loan count	101.2K	1.6M
Net Dollars	7.3B	189.4B

Source: Small Business Administration

Figures as of June 27



# SOCIAL & ECONOMIC INVESTMENT OPPORTUNITY

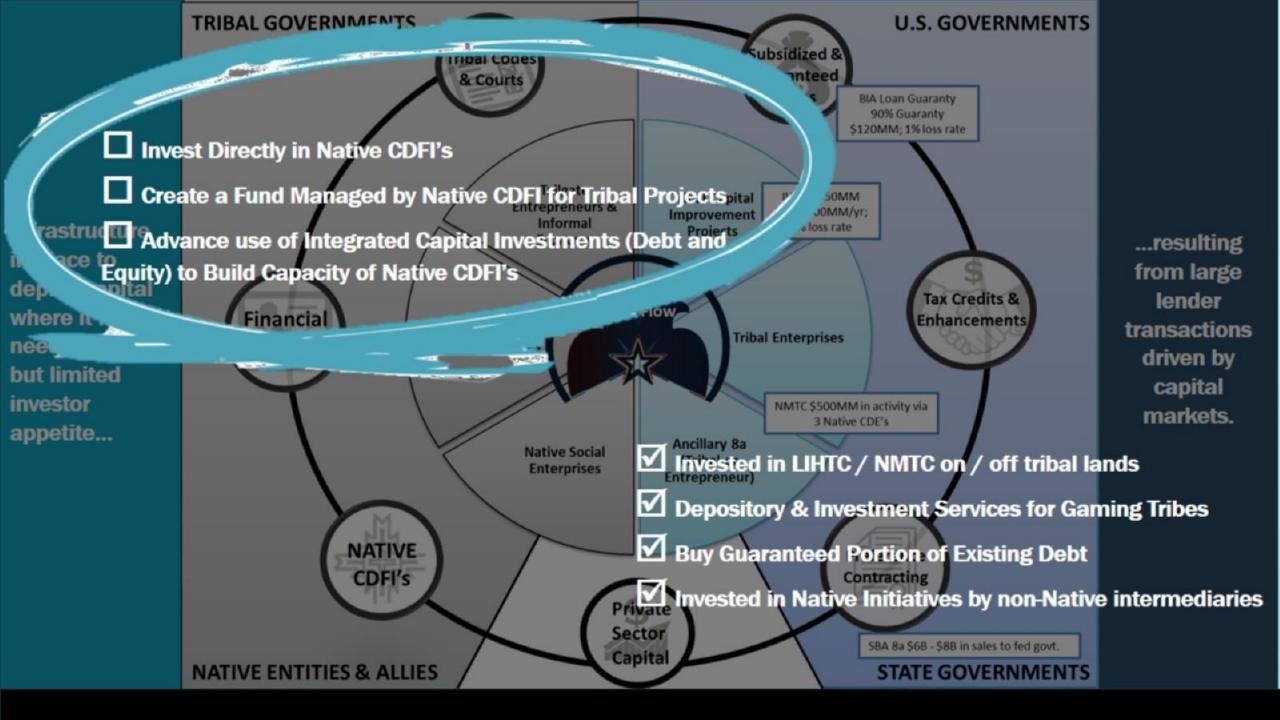
un 22, 2020,05:34pm EDT

Billionaire Bill Ackman Hires Minority-Owned Investment Banks To Co-Lead \$4 Billion Deal [representing \$86MM in fees]

Antoine Gara Forbes Staff Banking & Insurance



"America's largest corporations and Wall Street firms [should] take deliberate actions to support Black-owned [and Native-owned] businesses and banks. Capitalizing these firms...could create a multiplier effect for minority communities, compounding opportunity and chipping away at an inexcusably wide wealth gap".



**Audience Questions** 

# Submit your questions in the chat box!



# Register Online at www.cdfa.net

CDFA Federal Financing Webinar Series: Investing in Critical Community Facilities Tuesday, August 24, 2021

2:00 PM - 3:30 PM Eastern

CDFA // BNY Mellon Development Finance Webcast Series:

Layering the Capital Stack
Tuesday, September 21, 2020
2:00 PM – 3:30 PM Eastern

SSBCI Learning Series - Module I Friday, August 27, 2021 1:00 PM - 4:00 PM Fastern



# Register Online at www.cdfa.net







# Jonathan Glover

Vice President 312-827-1369 jonathan.glover@bnymellon.com



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