



Impacts through Social Venture Capital
Double Bottom Line Investing

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About Us



- Milwaukee-based private equity fund.
- We provide capital to small businesses to support a broad range of growth and ownership transitions.
- Our target investments are companies that positively impact Low to Moderate Income communities in Wisconsin and companies led by ethnic minorities.

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Investment Criteria



- Established service, distribution, and manufacturing businesses in Wisconsin and companies based in border states that have substantial Wisconsin presence.
- The companies generally will have enterprise values less than \$20 million and sales ranging from \$5 million to \$50 million.
- GGC will be actively involved in the strategic management and growth of its portfolio companies. We look for specific opportunities to leverage the experience of the GGC partners and Operating Advisors to add value to the company post-closing.

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Headline Fatigue

GGC GENERATION Growth Capital, Inc.

Main Street vs. Wall Street

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Why a Double Bottom Line Focus?

GGC GENERATION Growth Capital, Inc.

- Traditionally under-served markets.
- Wisconsin lacks per capita share of Private Equity.
- Low to Moderate Income (LMI) businesses especially constrained.
- Minority entrepreneurs constantly raise concern about lack of access to capital.

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The Opportunity

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- Market inefficiency, due to LMI and minority segments being under-served, creates opportunity for market rate of return.
- Lack of competition equals:
 - increased selectivity of deals and talent .
 - decreased pricing pressure.

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Doing Well by Doing Good  **GENERATION**
Growth Capital, Inc.

DOING WELL

- Inefficiency allows good financial returns for our investors.

DOING GOOD

- Positive social impacts realized:
 - Jobs created or retained.
 - Good wages and benefits.
 - Increased tax base.
- Creating minority wealth increases investing in minority communities and minority job creation.
- Developing minority management talent.

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Challenges  **GENERATION**
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- Finding enough good quality deals (Private Equity 101).
- Finding top talent entrepreneurs to partner with (Private Equity 101).
- Keeping financial and mission goals in perspective.
- Finding good exit options and not having mission goals at expense of exit options and returns.

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**GGC Walking the Talk:
Examples of Social Impact**  **GENERATION**
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- GGC has invested in four portfolio companies based on our criteria of double bottom line investing.
 - Choice Construction Companies, Inc.
 - Martell Construction, Inc.
 - Quality Assembly & Logistics, Inc.
 - J.F. Cook Co., Inc.

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GGC **GENERATION**
Growth Capital, Inc.

GGC Portfolio Companies



Menomonee Falls, WI
www.choiceconstruction-wi.com

Choice Construction Companies, Inc. performs reinforcing steel installation, structural steel and precast erection, structural steel rehabilitation, specialized rigging, and installation of pre-engineered metal buildings throughout the state of Wisconsin

- Created one of states largest specialty MBE/DBE firms of scale and capacity.
- Leverage MBE/DBE/EBE certifications for additional opportunities.
- Majority of employees live in LMI communities.
- Prevailing wages.

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GGC **GENERATION**
Growth Capital, Inc.

GGC Portfolio Companies



Green Bay, WI
www.martellco.com

Martell Construction, Inc. constructs sidewalks, curb and gutter, and concrete pavement throughout the state of Wisconsin and upper Michigan. Martell performs work for commercial, municipal, industrial, heavy highway, marine and residential customers.

- Majority of employees live in LMI communities.
- Prevailing wages.

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GGC **GENERATION**
Growth Capital, Inc.

GGC Portfolio Companies




Marinette, WI
www.qualityal.com

Quality Assembly and Logistics, LLC provides value added contract manufacturing services along with repair and refurbishment of electro-mechanical parts for large OEM's. QAL specializes in complex electro-mechanical assemblies requiring full functional testing capabilities before shipment.


- Provided capital to a transaction that prevented plant from closing, saving 30 jobs.
- Majority of employees live in LMI communities.

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GGC Portfolio Companies



GENERATION
Growth Capital, Inc.




Oak Creek, WI
www.jfcookco.com

J.F. Cook Company, Inc. provides windows and overhead doors to commercial and residential markets. JFC also provides service for specialty doors in commercial facilities including hospitals and manufacturing facilities.

- Created another one of states largest specialty MBE/DBE firms of scale and capacity.
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Closing



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Questions?

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