



Adding Value to Portfolio Companies

CDVCA Panel Discussion

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Cory L. Nettles, Managing Director

- Former Secretary for the WI Department of Commerce
- Former Partner and currently Of Counsel to Quarles & Brady LLP law firm
- Business Owner
 - Universal Housing Systems LLC
 - Encore Development Group
 - Quinn David & Associates LLC
- Senior Advisor to Baird Private Equity

- Target Market
 - GGC invests in companies that are (i) located in, (ii) hire from, or (iii) provide goods or services to LMI residents; **or**
 - GGC invests in companies led by ethnic minorities.
 - GGC Value Proposition: Leveraging Public Incentives to add Value to Portfolio Companies
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Focus on Maximizing Incentives at all Levels of Government

- State
- Federal
- County/Municipal
- City

Common Forms of Incentives

- Low cost capital for expansion, retention and job creation
 - Training Programs
 - TIF
 - Industrial Revenue Bond programs
 - CapEx programs
 - Bonding and Working Capital Programs
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Leveraging Certifications

- Minority Business Enterprise (MBE)
- Disadvantaged Business Enterprise (DBE)
- Woman-owned Business Enterprise (WBE)
- Emerging Business Enterprise (EBE)

A green bracket on the right side of the slide, grouping the four certification types listed above it.

Targeted Goals

Certifications

- Incrementally increase revenue opportunities
- Less Competition through special programs

- Often overlooked as a Source of Support
- Many Foundations use PRIs Creatively and Effectively
- Low Cost Capital
 - Patient Equity
 - Forgivable Debt
- Grants for Soft Costs
 - Consulting
 - Technical Assistance

- GGC's First Portfolio Company Investment
 - December, 2007

- Value Added Strategic Focus
 - Creative deal structuring to maintain MBE status

 - Guidance in certification process

 - Governmental networking for future projects

 - Leveraging certification for *private sector* contracts