



# Invest With Ignite Capital

TRAVIS BELL  
Black Acres Coffee

JASMINE NORTON  
Urban Oyster

SUSAN CLAYTON  
WhitePaws RunMitts

Ignite Capital invests in Baltimore-based social enterprises whose success can transform the city's historically disinvested communities that need it most. Accordingly, Ignite Capital's investment approach directly addresses the barriers that impact these enterprises and the entrepreneurs who lead them.

The team utilizes a holistic diligence process that starts with referral sourcing through Innovation Works' social entrepreneurship network of capital providers; technical assistance providers; incubator and accelerator programs; grassroots, membership-based, and neighborhood organizations; and peer networks.

Crucially, Ignite Capital provides a variety of investment vehicles to meet entrepreneurs' specific needs at different points in time, nurturing sustained growth over time to stimulate revenue growth, profitability, and job creation.

# STRENGTHS THAT ATTRACT CO- INVESTORS AND STRATEGIC PARTNERS



## Technical Assistance & Network Support

Ignite Capital, with the support of Innovation Works' long term support system is able to provide **robust technical assistance** through workshops, **individualized coaching**, and networking opportunities.

## Leveraging Resources

Ignite Capital can leverage resources to support entrepreneurs entering **high-growth sectors, including providing sector-specific mentorship and financing, which is crucial for scaling and innovation.**

## Aligning Investment with Neighborhood Strategies

Ignite Capital's ability to **invest alongside Innovation Works' neighborhoods strategy** allows for opportunities for public-private partnerships and targeted neighborhood economic development.

# Strategic Support and Patient Capital for Sustainable Growth

**Ignite Capital's strategic affiliation with Innovation Works** continues to be instrumental in supporting early to growth stage enterprises that may need more hands-on long term support, allowing us to effectively assist them with both financial investment and other means of holistic support.

**Ignite Capital's co-investor network relationships** also ensure that we are working as part of a larger ecosystem of resource partners, supporting enterprises with access to the broader network for follow-on capital and support.



Sid Sharma  
Wild Bay



## Place-Based Local Economic Growth

**Ignite Capital's focus on neighborhood economies ensures that capital reaches distressed Baltimore City neighborhoods like South and West Baltimore, where investment has been historically low due to redlining and systemic disinvestment.**



- Partnering with local nonprofits, community development entities, and community leaders helps us to identify high-impact projects and co-develop funding strategies.
- Focusing on place-based initiatives, Ignite Capital is able to close the execution gap of neighborhood masterplans, especially with investments in local enterprises and real estate projects.

# Targeted Industry Focus for Equitable Growth and Resilience

The fund strategically invests in sectors with strong potential for economic growth and social impact by prioritizing industries such as technology, healthcare, and manufacturing. These industries present significant opportunities where traditional lenders often fall short, allowing us to drive local economic expansion more equitably.

This diversified approach enhances economic resilience and mitigates risk, ensuring the fund remains adaptable to external market conditions.

Our Peer Advisory Groups play a critical role in this strategy, fostering sector-specific collaboration, resource-sharing, and strategic alignment. By bringing together industry-aligned entrepreneurs, these groups strengthen peer support networks and drive targeted revenue growth, ultimately amplifying the impact of our investments.

A portrait of Marcellis Mosby, a man with a beard and a blue baseball cap, smiling with his arms crossed. He is wearing a blue polo shirt with the 'FIRST & LAST' logo. The photo is set within a yellow hexagonal frame on a teal background.

Marcellis Mosby  
First and Last Resoration

# PROJECTED IMPACT OF FUND GROWTH AND ENHANCEMENTS

Measuring Ignite Capital's impact on Baltimore local economy is vital to its joint mission with Innovation Works. Through the organizations' theory of change, the following impact measurement priorities will be key to measuring the success of Ascend Fund.

## Critical measurements of impact

**Job Creation:** Innovation Job Creation Works set an ambitious goal of helping enterprises create 5,000 jobs. Fund 2 and its strategic priorities will be critical in driving that objective.

**Revenue Generated:** Innovation Works' Access to Capital initiative and support from its stakeholders (including mentors) are critical in supporting SEs to grow their revenues, therefore increasing the value of their enterprises.

**Co-Investment Attraction:** Continuing to attract and measure co-investments (into SEs) and capital attracted through amplifier strategies, (neighborhoods, peer advisory groups, etc. will be critical to ensure we are providing SEs and communities the best chance at shifting the tipping point in the racial wealth gap.

**Household Wealth Growth:** Ensuring livable wages for founders and their employees will be a key measure of our success, which necessitates in part, the need to keep our cost of capital as minimal as viable while supporting SEs with strategies to managing cashflow and building their own personal financial stability.

**Neighborhood Economic Growth:** Fund 2 will align its objectives with Innovation Works' neighborhood strategy. Focusing on strategic partnerships in specific neighborhoods to deploy capital, attract other capital, and coalesce support for enterprises from local stakeholders.





# To protect investments in the Ascend Fund, Ignite Capital will utilize the following risk mitigation strategies:



- Robust pre-investment and post-investment support, with heavy support provided by Innovation Works and other partners across Baltimore's social innovation ecosystem.
- Quarterly portfolio reviews conducted by Ignite Capital's Finance Committee and Board of Directors.
- Regular investment monitoring, led by the Finance Committee and Board of Directors. This includes working with entrepreneurs to rework loans or adjust terms to ensure enterprises are viable within the limits of the investment policy.
- A 20% loan loss protection, covered by a combination of internal cash reserves and loss guarantees with local philanthropy partners.

# ASCEND FUND

## FUND II

Ignite Capital's Ascend Fund continues the mission of supporting social enterprises in Baltimore's historically under-invested communities, expanding its reach and impact.



*Target*  
**Raise \$15M**  
**Impact Goals**




Nik Sweeney  
Amani Nicol Wellness




Jeanelle Spencer  
Zehbras Fitness Club



INCREASE ACCESS TO  
CAPITAL FOR UNDERSERVED  
FOUNDERS AND  
ENTERPRISES



STRENGTHEN ECONOMIC  
RESILIENCE IN UNDER-  
INVESTED BALTIMORE  
COMMUNITIES



SUPPORT SUSTAINABLE  
GROWTH THROUGH  
INNOVATIVE LENDING  
SOLUTIONS



# ASCEND FUND BLENDED OFFERING OPTIONS: \$5M (GRANTS AND DONATIONS) & \$10M (INVESTMENT NOTES)

OFFERING	OFFERING CAP	MINIMUM INVESTMENT	ELIGIBLE INVESTORS	TERM	INTEREST RATE
Standard Note	\$8.5M	\$25,000	Accredited Investors	December 2030	Up to 4%
Abbreviated Note	1.5 M	\$25,000	Accredited Investors	December 2030	Up to 3%
Grants and Donations	N/A	N/A	All Accepted	N/A	N/A

# PASSION, PURPOSE & FINANCE



Ignite Capital's Ascend Fund will ***bridge critical financing gaps*** in Baltimore's entrepreneurial ecosystem.

Ignite Capital is uniquely positioned to ***transform Baltimore's economic landscape.***

We invite you to ***join our mission.***

