



Moving Capital to Good

Good Capital (“GoodCap”) is an asset consultancy and merchant banking firm whose core purpose is to accelerate the flow of capital to good by enabling institutions and high net worth individuals and families to invest into a broad array of social purpose strategies with strong business fundamentals. We work across the social capital market in areas such as microfinance, social enterprise and social venture, affordable housing, fair trade, environmental and alternative energy activity and independent media.

Based in San Francisco, GoodCap works with individual and institutional investors to develop and manage funds that can achieve the collective goals of the investors. Through targeted development of funds and other financial instruments, we connect investors together in new combinations, and connect their capital to real possibilities for social good.

Good Capital guides individuals and institutions to move funds into the blended value market at their own pace. Through a trusted open-ended discovery process, GoodCap is able to deliver customized, high-value solutions to link clients to accomplishing significant impact in the world through their investment capital.

The founders of GoodCap are responding to a deep and significant shift in investor demand -a new appetite for investments that balance financial returns with achieving social good, often within newly defined risk-return paradigms. The social capital market relies on market mechanisms and expects a financial return while achieving goals of social good. This market engages both the rational investor mind, which is always calculating risk and return, and philanthropic motivations that are deeply tied into a view of what the world should be.

Something has shifted in the cultural zeitgeist -investor attitudes about money are shifting, and these investors are starting to behave differently. In this early-stage marketplace, investment deals are seen as trickles in isolated watersheds. GoodCap’s efforts will expand that flow, connect the various trickles, and, thereby, broaden the benefits gained from the market’s emergence.

GoodCap partners hold a strong and continuing commitment to expanding the entire field through market formation activities ranging from educating investors and telling stories to investigating emergent opportunities and hosting dialogues. Through its nonprofit partner, www.XiGi.net, GoodCap is helping to create an intellectual commons with information that results in more deals done more quickly at higher levels of efficiency.



Together, the GoodCap founding partners and team of associates are uniquely positioned to serve individual and institutional investors who want to move capital to good. We bring a history of structuring investment vehicles that achieve tangible social purposes; we have knowledge of the whole field including where the greatest opportunities and gaps exist; and, we have a proven track record in both building networks of trusted relationships that can achieve collective goals as well as building successful, leading, profitable, businesses.

Current Projects

Social Enterprise Venture Fund: Good Capital is working with a collective of investors to provide the research and development, structuring, set-up, subscription and eventual fund management of a potentially \$30 million US social enterprise investment fund. With the other members of the General Partnership we will raise capital from accredited individual and institutional investors in the US and place this capital into a portfolio of high performing US-based social enterprises which have both significant growth opportunities and attractive profiles regarding risk and reasonable return.

The purpose of the Fund is to create significant positive social and community impact, through supplying entrepreneurs with the risk capital they need to ramp up and institutionalize their already proven operations. It aims to accomplish these ends while providing a disciplined and well-managed vehicle for its investors, and proving a new model of risk capital investment for the sector. It will fill the risk capital gap between grants and debt funding for social enterprises; the kind of role a traditional venture capital fund plays in the traditional capital markets. It will provide a new kind of institutional capital, currently unavailable to even the highest performing social enterprises.

Brown Fields to Green Fields Fund: Working with closely aligned engineering, environmental consulting and community development specialists, GoodCap is executing on a fund that will remediate Brownfield sites in the US, while connecting them to community development endues. This asset transformation unlocks significant economic, social and environmental value for all stakeholders, especially the communities that benefit. A \$50 million fund is expected to rollout early 2007.

CPT Economic Development Fund: The Center for Public Theology and Good Capital are partnering to establish a fund that enables religious institutions to pool investment capital in order to leverage their impact on economic development for underprivileged communities in New York City. This fund will be a collaborative effort that uses endowment capital of congregations to achieve commonly shared social goals, to meet investment risk and return objectives for the particular institutions and to demonstrate the potential for collective action churches, mosques and synagogues through their capital.

Medical Debt Investigation: Not a fund, but an exploration that could lead to the develop of a capital instrument to meet a large social need, Good Capital is initiating a formal research process to map the webbed relationships between health care delivery costs, economic security for families and individuals, and the costs borne by the individual or family of debt from unpaid medical expenses. The purpose of this investigation is to determine whether an innovative investment structure would have the potential for

alleviating the impact of medical debt on at risk populations. Personal medical debt has become a threat to the financial security of individuals, families and communities. If there is an opportunity to put capital to work in new ways to change the current equation around medical debt, GoodCap will structure the collaborative capital opportunity to respond to this critical social need.

Founding Partners

Joy Anderson provides the primary client development and relationship management for the team, in addition to managing client engagement processes and conversations. She brings a depth of relationships that span established institutional investors and innovative social investors and philanthropists.

Joy also founded and serves as President of Criterion Ventures, a national firm that incubates and scales ventures that make a better world. Criterion has worked in many sectors including education, poverty alleviation, and health care. Having served as a counsel to leaders in philanthropy and nonprofits for the past decade, Joy's experience runs from established national organizations to emergent ventures.

After completing a BA in American Politics at Wesleyan University, Joy began her career in the NYC public school system where she taught for eight years. During that tenure, she completed a Ph.D. in American History from New York University. Her dissertation examined prison reform in the 1830's and how individuals and organizations in democracies claim expertise in to shape public institutions.

Timothy Freundlich anchors the team for the design and execution of investment portfolios and structures, manages all associated staff and subcontractor relationships, and provides deep connectivity to the socially responsible investment and foundation markets.

Over the last eight and a half years, he has served in a number of capacities at Calvert Social Investment Foundation, including his current role as Director, Strategic Development. While there, Tim conceived of and launched Calvert Giving Fund -the socially responsible donor advised fund, was instrumental in building up the \$100 million Calvert Community Investment Note retail registered security, and has helped launch Calvert Community Investment Partners, an analysis and asset administration group for community development and social enterprise investment.

He received a BA from Wesleyan University (CT) and an MBA from the University of San Francisco. Tim spends much of his free time as an advisor to various non-profits, including Social Venture Partners International, where he was a national Board Member, and a Founding Partner of SVP -Bay Area. He is also a Principal Advisor to www.XiGi.net, an emergent investment deal map and landscaping environment for the social purpose capital market. He is an accomplished social entrepreneur in his own right.

Kevin Jones leads market formation initiatives, product and service marketing efforts, and is engaged in sales and client development. Additionally, he coordinates all advisory boards, as well taking a leading role in contact with and support of portfolio enterprises.

A serial entrepreneur, Kevin is a co-founder of the successful technology marketing, publishing and events company Microcast Communications. He was the CEO of Net Market Makers, an \$18 million revenue online community, research and events company that he sold to Jupiter Media Metrix in early spring of 2000.

In addition, he and his wife started, or bought and sold, six other successful enterprises, including a business journal, trade journals and weekly newspapers. He started the first web-based legislative and regulatory monitoring service in the U.S, which was profitable from its launch in the fall of 1994 and has recently launched www.XiGi.net as a creative commons for the social capital markets.

He has been a columnist for Forbes, wrote frequently for the New York Times and was a columnist for and on the advisory board of Business 2.0 during the dot.com era. He has been active in social enterprise and has been on the boards of Social Enterprise Alliance (National Gathering of Social Entrepreneurs) and Social Venture Partners International.

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