

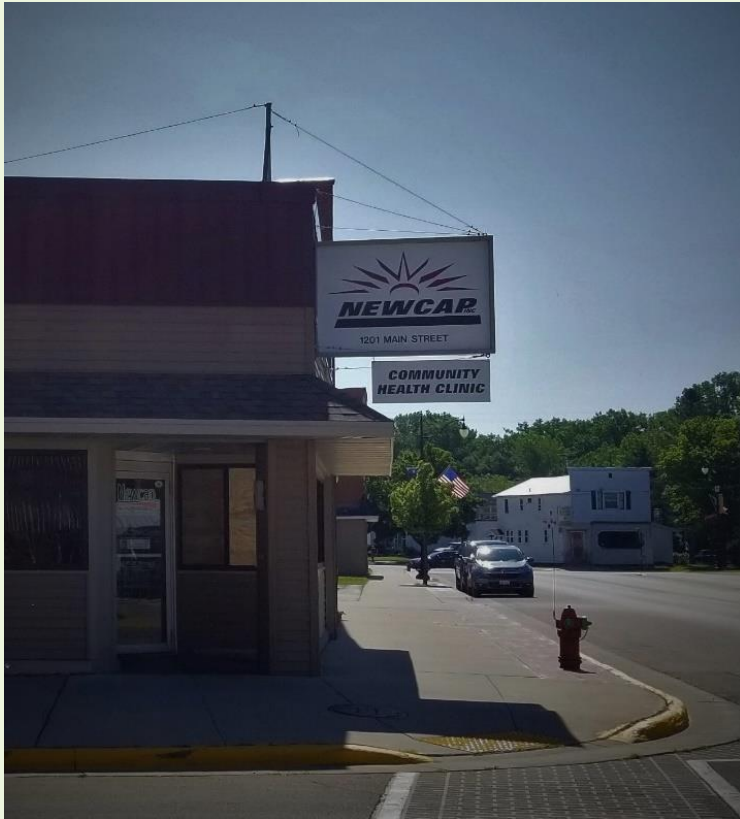
Newcap Builds Community

Social Enterprise Presentation
National Community Action Partnership

August 27, 2020



Newcap, Inc Mission Statement



Newcap's mission for over 50 years has been to move people from poverty to opportunities and economic security and improve communities.

Purpose

- Build and rehab homes to provide affordable, sustainable, safe housing options for new homeowners in the low to moderate income brackets.
- Improve communities and support economic/business development by increasing housing.
- Create un-restricted sources of funds for Newcap, the CAA



Secondary Purpose

Create an apprenticeship program for workers to enter to the workforce and impact the ability of contractors to do work in communities



Structure

Wisconsin Benefit Corporation



Newcap Build's Service Area

Initially Wisconsin Counties of:

- Brown
- Marinette
- Oconto
- Shawano



Target Market(s)

- **Primary Target Market** - CDBG clients in our service area
- **Alt. Target Market 1** - Units of government we enter into partnership with to improve their communities and pave the way for greater economic development efforts
- **Alt. Target Market 2** - Philanthropic customers who can afford to pay market rate and want quality work, but also will connect to the feel good of giving back by utilizing a social enterprise organization

Client Avatar 1

- Single Women
- Senior Citizen
- House is paid off
- Up to date on all bills
- In need of repairs and accessibility rehab
- Fixed income average income \$11,976
- Has a working vehicle
- Active her local community clutch
- Lives in one of the following areas: Brown, Oconto, Marinette and Shawano



Client Avatar 2

- Family of 4
- He works at a local manufacturing company, fulltime secure
- She works part time at a local grocery store
- She is attending school through Newcap's Skills Enhancement for her LPN
- Two small kids both in daycare
- Car is paid off
- Credit cards paid off in 9 months
- Average income is \$39,800
- Lives in one of the following areas: Brown, Oconto, Marinette and Shawano



Marketing



- Social Media
- Fliers
- Networking
- Presentations

Management Team

- Cheryl Detrick, CEO
- Bob Detrick, VP Construction (construction startup & implementation)
- Jaime Johnson, VP Real Estate (find money & provide networking info)
- Dave Adams, Superintendent

Future Positions

Currently Recruiting Additional Staff

- TBD, Job Leads - Full time
- TBD, General Carpenters - Full time
- TBD, Laborer Trainees – Full time

Outsourcing & Hiring Professional Services

Current outsourced specialists

- Attorney
- Print and Digital Marketing

Future outsourced professional contractors:

- Plumbers
- Electricians
- Masons
- HVAC Specialists

SWOT

Strengths

- Diverse team with well rounded skill sets
- Company structure is strong (controls, systems, handbooks, safety)
- Strong leadership team
- Unified goal
- Room to grow as a company and in the community

Weaknesses

- Lack of readily available workforce
- New company unknown in the community even though agency is know
- Raising additional capital to move forward with project
- Team members spread thin

Opportunities

- Filling a gap in the marketplace (CDBG)
- Creating an apprenticeship program to train an inexperienced or barriered workforce
- Unrestricted funding stream for Newcap Inc
- Growth potential to expand into additional counties
- Community recognition for work, leading to increased funding opportunities from private donors

Threats

- Losing or not finding customers
- Weather delays
- Losing staff
- Supplies costs increasing
- Not finding the right staff to staff construction teams

Annual Budget



- Annual budget:
- \$1 million rolling fund through Marinette County
- 12% income on all projects
- Brown, Shawano, and Oconto counties are our next focus.

Launch Date

Official Launch of February 1, 2020