



DMC Capital Funding, LLC
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Beyond Capital.

DMC CAPITAL FUNDING is a privately held growth equity firm.

Serving companies primarily in consumer-facing technology sectors — from startups to industry leaders — we provide timely growth capital to help them blaze new market trails and reach higher levels of success.

But we also offer more than just capital: experience, expertise, and value-added services.

AT A GLANCE

- **Founded:** December, 2008
- **Current Fund:** \$100 million
- **Stages:** Seed → Growth Equity
- **Focus:** Consumer-facing hardware and software
- **Investment Profile:** Lead/co-lead; active/passive; financing, equity participation, strategic investments, acquisitions
- **Investment Size:** \$500,000 – \$10 million

Making Private Equity Investments Work Better

DMC Capital Funding, a part of the DMC group of companies, brings to our portfolio companies a 50-year heritage in digital media, technology, consumer product development, supply-chain management, global sourcing, and more.

Our deep expertise spans a number of industries — from social software to consumer electronics — and disciplines: building and launching products, entering new markets, and forging partnerships.

We can also supply the resources that drive success — from marketing and advertising to technical support and customer service — all from our home-grown, world-class business infrastructure.

We provide a *platform* for growth — a firm foundation comprising capital, value-added services, technology, and business infrastructure.

By leveraging our platform, we can reduce capital investments. The funding is more effective because it's now an investment in *growth* — not in paying to re-invent the wheel. As a result, our portfolio companies reach their goals faster. And their value goes up.

Effective Capital

We fund companies that are best positioned to leverage our infrastructure, experience, and expertise to become world-class market leaders. Likewise, if we can create synergies between a potential investment and companies in our portfolio, the investment becomes even more appealing; both companies stand to benefit through faster growth and economies of infrastructure — creating a real win-win.

We direct our investments at companies poised for growth — businesses that stand to realize significant gains through our investment and assistance. Typically, these are companies having established business models with avenues of growth requiring

capital. For exceptional opportunities, however, we may consider funding companies at earlier stages — if an investment of capital, enhanced by our infrastructure and expertise, is likely to rapidly produce results.

We know that not all compelling investment opportunities are game changers. A business with an innovative product or service and real potential to shift a market — with near-term profitability likely — is just as attractive.

How We Invest...

Our investment focus is consumer hardware, digital media, and software. We have the most direct experience here, and our team can deliver the most added value. We don't have a geographic preference; we invest globally in promising companies.

We are also open to syndication arrangements with other investors, such as venture-capital firms, as a value-added co-investor. And we can continue to support our portfolio companies with later-stage investments.

Capital invested will be in the range between \$500,000 and \$10 million. As capital needs change, we may make additional funding available for our portfolio companies.

We can function as lead or even sole investor. We are equally comfortable in passive roles, such as minority shareholders. Or, as in the case of a straight financing option, we need not take any role at all.

Core Products & Services

We offer a wide range of investment structures, and we can also craft custom solutions for businesses with unique capital needs.

- **Financing.** We provide bridge loans or longer-term loans to finance R&D, broaden technology, scale service delivery or expand production, enter new markets, or manage any unexpected obstacles or strategic undertakings.
- **Equity Participation.** We provide passive equity investments, maintaining a distance from day-to-day operations.
- **Strategic Investment.** As a primary or sole investor, we work closely with a company's

executives. We can also keep an eye on management in their day-to-day operations, serving as active board members and experienced advisors to help build category-leading businesses.

- **Acquisitions.** We're constantly assessing potential acquisitions that complement our portfolio across varied business sectors.

Beyond capital, we bring 50 years' experience in financing, sales, marketing, and technology to our investments. Here are just some areas where we add distinctive value:

- **Technology & IP.** We've already done the hard work of building essential technologies — a robust eCommerce engine, a scalable social media platform, for example — so there's no need to reinvent the wheel.
- **Connections.** With a decades-long heritage of industry participation, we've developed enduring relationships with some of the world's leading software and hardware firms. And with our financial strength and breadth of operational expertise, we can also tap a pool of world-class advisers to augment our connections.
- **Technical Support & Customer Service.** With technology-driven CRM, our post-sales solutions turn satisfied customers into loyal brand believers.
- **Sales-Channel Development.** We help companies establish and support sales channel segmentation and management — and increase market penetration.
- **Marketing, Branding, Advertising & Merchandising.** We help businesses form durable customer relationships by blending brand strategy with marketing execution.

Our offerings are backed by a multi-disciplinary team of veteran professionals armed with a broad range of real-world operational know-how and significant investment experience; our backgrounds span a variety of business sectors — from creative & media to R&D and electronics.

Experience. Expertise. Value-added Services. DMC Capital Funding: Beyond Capital.

**For more information, visit DMCCapitalFunding.com.
Or call Andrew Lowinger at 212.779.8400.**