

Putting a Deal Together


Omni Solutions LLC,

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Name	Category	Location	Debt?	Equity?	Grant / Gift?	Cost / Interest / Ownership	Max Term	Interest Rate	Amount Limits?	Collateral	Limited Eligibility	Uses	Time	Financials	Business Plan / Model	Tax Records	Personal Credit Check
Self	Private	N/A	Yes	Yes	Yes	Minimal	Any	Any	No	No	N/A	Any	Minimal	Recommended	Recommended	No	No
Friends and Family	Private	N/A	Yes	Yes	Yes	Low	Any	Any	No	Maybe	N/A	Any	Low	Recommended	Recommended	Possibly	No
Local Private Investor	Private	N/A	Yes	Yes	No	Low to Medium	Any	Any	No	Maybe	N/A	Any	Medium	Yes	Yes	Yes	Yes
Kiva	Crowd	Online	No	No	No	None	36 months	0%	\$10,000	No	No	Any	Low	No	No	No	No
Kick Starter & Other Crowd Funding	Crowd	Online	No	No	Yes	None	None	None	No	No	No	Any	Low	No	No	No	No
Commercial Lender	Lender	Various	Yes	No	No	Medium	10 years?	By Credit	No	Yes	No	Any	Medium	Yes	Yes	Yes	Yes
Municipal Revolving Loan Funds	CDBG	Various	Yes	No	No	Low to Medium	7 to 12 years	1 to 5%	Per Job Created	Yes	Yes	Limited	Medium	Yes	Yes	Yes	Yes
Central Wisconsin Community Action Council (CWCAC)	?	Dodgeville	Yes	No	No	Low to Medium	3 years	5 to 6%	\$15,000	Yes	Yes	Limited	Medium	Yes	Yes	Yes	Yes
Richland Electric Cooperative	RBEG	Richland Co	Yes	No	No	Medium	7 Years	4% Min	\$5-20,000 Per Job Created	Yes	Yes	Limited	Medium	Yes	Yes	Yes	Yes
Adams- Columbia Electric Cooperative	RBEG		Yes	No	No	Medium	Varies	Varies	\$150,000.00	Yes	Yes	Limited	Medium	Yes	Yes	Yes	Yes
WWBIC	CDFI	Madison	Yes	No	No	Medium to High	10 years	Prime + 5%	\$250,000	Yes	No	Limited	High	Yes	Yes	Yes	Yes
Impact 7 Inc	CDFI	Milwaukee	Yes	No	No	Medium	30 years	5 to 6.5%	\$5,000,000	Yes	No	No	Medium	Yes	Yes	Yes	Yes
Forward Community Investments	CDFI	Stevens Point	Yes	No	No	Medium	5 years		\$1,000,000								
USDA	Guarantor	Stevens Point	Yes	No	Yes	Medium	?	1%	?								
WHEDA	Government	Madison	Yes	No	No	Medium											
SBA Advantage Loan Program (7A)	Government	Milwaukee	Yes	No	No	High	25 years	By Credit	\$5,000,000	Yes	No	Any	High	Yes	Yes	Yes	Yes
SBA Grow Loan Program (504)	Government	Milwaukee	Yes	No	No	High	20 years	By Credit	\$5,000,000	Yes	No	Any	High	Yes	Yes	Yes	Yes
Ideadvance Grant	State	Madison	No	No	Yes	None	None	None	\$50,000	No	Yes	Limited	Medium	No	Yes	No	No
Angel Investments	Private	Various	No	Yes	No	Medium	None	None	No	No	No	Any	High	Yes	Yes	Yes	Yes
Venture Capital	Private	Various	Yes	Yes	No	Medium	None	None	No	No	No	Any	High	Yes	Yes	Yes	Yes
WEDC	Government	Various	No	No	Yes	None	None	None	Per Job Created	No	Yes	Any	High	Yes	Yes	Yes	Yes

THE NEED

Omni is a young company wishing to expand their business and start assembly operations in Wisconsin

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THE DEAL

Omni had Equity investors at start up but needed more cash to expand.

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- \$500,000 in Tax Credits through WEDC QNBV Program

\$225,000 Loan through WEDC TDL Program

\$250,000 Loan from Sauk County's Revolving Loan Fund


\$80,000 Loan from the City of Baraboo's Revolving Loan Fund

Equity investment from the building landlord in the form of interest in the building as collateral for the loans.

QUALIFIED NEW BUSINESS VENTURE (QNBV) SUPPORTING INVESTMENT IN WISCONSIN COMPANIES

Wisconsin's Early Stage Business Investment Program and Qualified New Business Venture Program (QNBV) work together to spur investment in early stage Wisconsin businesses with the potential for significant economic impact and job growth.

How It Works

- Early stage businesses developing innovative products, processes or services may be designated as QNBVs.
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- Investments in QNBVs made by angel investors, angel investment networks and qualified venture capital funds are eligible to receive a tax credit equal to 25 percent of the amount of the equity investment through the Early Stage Business Investment Program.

QNBV Certification Requirements

To achieve QNBV certification, companies must meet the following criteria:

- Headquartered in Wisconsin
- At least 51 percent of employees based in the state
- Have fewer than 100 employees
- In operation for 10 consecutive years or less
- Offer significant potential for increasing jobs or increasing capital investment in Wisconsin
- Have not received aggregate private equity investment in cash of more than \$10 million


With a focus on technological advancements, QNBV certification does not apply to companies primarily engaged in:

- Real estate development
- Insurance
- Banking, lending
- Lobbying, political consulting, professional services
- Wholesale or retail trade
- Leisure; hospitality
- Transportation
- Construction (except the construction of power production plants that derive energy from a renewable resource)

What is the Technology Development Loan Program?

WEDC's Technology Development Loan (TDL) Program is an investment in Wisconsin's economic future.

The program provides financial assistance to startups and emerging companies with the potential to attract high-wage, highly skilled workers, therefore creating a long-term competitive advantage for the state..

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Companies that receive aid are in the critical developmental stages of designing and commercializing innovative products and services.

While funding depends on the company's growth stage, financial need, economic potential and risk assessment, each loan recipient can use the money as working capital as they look for leverage from outside funding

What is the program's primary goal?

The goal of the TDL Program is to ensure Wisconsin's economy continues to be competitive by addressing the financial needs of technology-based startups.

This goal is in line with WEDC's core strategy to expedite entrepreneurship and innovation throughout the state through aggressive creation of research and development, early-stage funding accessibility and managerial talent development.

Who is eligible to apply?

Eligibility is primarily evaluated on the following criteria:

- Product/process development
Company should be early-stage, employ less than 25 people and show both financial need and potential for business growth.
This phase is limited to \$250,000 per company.

- Product/service commercial launch

Company should have completed concept and development testing and be raising money for initial launch into the primary market.

This phase is limited to \$500,000 per company

- Growth/expansion rate

Company should be growing and showing recurring sales of the fully developed product, as well as be on its way to sustainability


This phase is limited to \$750,000 per company

- Sauk County Revolving Loan Fund

\$250,000 Loan through the County's Community Development Block Grant (CDBG) Using the building as collateral.

- City of Baraboo Revolving Loan Fund

\$80,000 Loan through the City's Community Development Block Grant (CDBG) Using the building as collateral.

- Results so far
 - Three jobs created, two retained
 - Company is looking at purchasing land in the city to build a new multi-million dollar facility
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Questions???

