

ARE YOU OUR NEXT INVESTMENT?

coLABS invests in early-stage social enterprises with the potential to dramatically improve the lives of women and girls around the world. We're on a mission to reach 100 million women by 2036. We are entrepreneurial investors--we support ventures that other investors find too ambitious or too risky. We partner with bold, big-thinking entrepreneurs to address critical challenges that women face globally.



What do we look for in early-stage companies?



- Investment-Ready:
Are you ready to use investment capital to launch your new venture or pilot a new initiative to expand your existing business?



- Women-focused:
Is improving the lives of women and girls at the core of your business?



- Innovative:
Are you bringing something new to the market and forging new frontiers for women?



- Widely Scalable:
Can your business model cost-effectively reach a rapidly growing number of women in a few years?



How do we invest?

- Seed investments from USD \$50,000 - \$250,000
- Revenue-share investment terms over 5 years (no debt, equity, or grant capital)
- Strategic advisory support from recruited industry experts

How to apply for investment consideration?

- Applications are open year-round via coLABS website: <https://gmccolabs.com/apply/>
- Updated quarterly investment schedule (and application deadlines) available on our website
- Both male and female entrepreneurs are welcome to apply

To learn more about coLABS, please visit <https://gmccolabs.com/> or contact coLABS@graymatterscap.com.

coLABS

**GRAYMATTERS
CAPITAL**



OUR CURRENT PORTFOLIO COMPANIES



African Renewable Energy (ARED) – Uganda

ARED uses a micro-franchise model that focuses on women and disabled individuals to provide Wi-Fi, mobile phone charging services, and intranet content via solar-powered kiosks. ARED launched in January 2013 in Rwanda and is using coLABS funding for its first international expansion into Uganda to market test its newest kiosk model, the Shiriki Hub.



doctHERs – Pakistan

doctHERS is a Pakistani digital health and telemedicine company that connects a network of home-based female doctors—who are unable to access the workplace—to healthcare consumers—who lack access to quality, affordable healthcare—via technology. In February 2017, doctHERs pivoted after 18 months of a community-based clinical model to focus on underserved stakeholders in corporate value chains to achieve more scale and financial sustainability. doctHERs is using coLABS funding to test this new corporate model. On the supply side, it is reintegrating women healthcare professionals into the workforce. On the demand side, it is engaging workers and families within corporate value chains with a special focus on health and wellness for women and girls.



IssueVoter – USA

IssueVoter is a non-partisan platform that gives its users a voice in Washington by making civic engagement accessible, efficient, and impactful. IssueVoter keeps users informed year-round by alerting them before Congress votes on key issues that they care about, sending their opinions directly to representatives with one click, and holding politicians accountable by tracking how they vote so that users can make informed decisions at election time. IssueVoter is passionate about promoting civic engagement among underrepresented women and is using coLABS funding to enhance their platform offerings, reach more citizens, and pilot a corporate engagement model.



LikeU – Colombia

LikeU is creating thousands of new jobs and providing high quality services to Business Process Outsourcing sectors, revolutionizing livelihood opportunities in Latin America particularly for women and persons with disabilities. It offers online training, skills certifications, and well-paid salaries through part-time telecommuting jobs. Telecommuting creates more flexible positions for women who need to balance domestic responsibilities with the need to contribute to their household income. The company brings greater efficiency to corporate clients since recruits have already been vetted and trained in specific services or products, making the hiring process three times faster. The investment from coLABS seeks to promote LikeU's growth by allowing the company to boost its corporate partnerships and improve its online platform to automate the entire recruitment process.

Gray Matters Capital (GMC) believes the best investment strategy is to **bet on entrepreneurs** and market-based solutions. Its vision is to create an empowered and purposeful life for **100 million women** globally by 2036. Over the last ten years, the Atlanta-based impact investor has devoted \$160 million USD into microfinance and education initiatives, primarily in South Asia, Africa, and Latin America. To accelerate towards its vision, GMC launched coLABS in early 2017 to invest in early-stage pilots that have the ability to demonstrably impact women and girls at scale with boundary pushing innovation.

OUR REVENUE SHARING APPROACH

What is revenue sharing and is it for me?

Entrepreneur's Obligation

What do I have to give in EXCHANGE for the capital I receive?

What happens if my business grows FASTER than I projected?

What happens if my business grows SLOWER than I projected?

Debt

You must pay back the loan amount PLUS interest, within an agreed period of time

You may be able to pay off your loan faster

You may struggle to pay off your loan and risk paying penalties or having your collateral seized

Revenue sharing

You must give an agreed share of the revenue generated by the company over an agreed period of time

Both you and the investor will earn more money than you expected

Both you and the investor will earn less money than you expected

Equity

You must give up an agreed percentage share of your company, at an agreed valuation of the company

Both you and the investor will continue to own whatever share of the company you agreed to at the time of investment (at whatever new valuation)

Both you and the investor will continue to own whatever share of the company you agreed to at the time of investment (at a potentially lower valuation)

SAMPLE REVENUE PROJECTION

coLABS invests in high impact businesses using revenue sharing because it allows us to partner with our investees and **SHARE THE RISK AND REWARDS OF THEIR SUCCESS.**

