

What is Private Equity (PE)?

PE refers to investments made by private equity firms into companies in exchange for an ownership stake to ensure alignment of all parties.

PE is a source of capital and strategic support for company growth and expansion or to facilitate ownership succession through management buyouts (MBO).

Why might a Private Equity investment be right for my company?

Substantial Capital Injection. Whether you're looking to expand operations, explore new markets or facilitate ownership transition, PE provides the financial backing necessary to propel growth and your next steps.

Expert Guidance and Support. Our team not only offers capital but also strategic advice and a partner committed to building value and enhancing performance.

Access to Networks and Partnerships. Access our extensive network of industry leaders, potential customers and strategic partners to open new doors and opportunities previously out of reach.

Customized Financial Structures. We understand every business is unique. That's why we offer tailored financing solutions designed to meet your specific needs and goals.

Commitment to Long-Term Success. We are not just investors, we are partners who will work alongside you. Our success is directly linked to yours, driving us to focus on long-term profitability, sustainability and helping you to ensure your business is ready for future growth or ownership transition.

OUR PARTNERS



FUND MANAGER



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GROWTH FUND

Provider of patient
and strategic
growth capital.

FUND MANAGER



Who is Westcap and what is the Connect Manitoba Growth Fund?

Westcap is a leading private equity and venture capital fund manager with a 25+ year history of experience investing in over 200 Western Canadian companies and over \$1 billion in assets under management. With a solid track record of expertise in providing capital and strategic value to grow companies, Westcap has proven success in delivering long-term value for our partners and investors.

Westcap's newest addition to its family of funds is the Connect Manitoba Growth Fund. The Fund is an \$81 million venture-growth fund that exclusively targets investments in Manitoba small and medium-sized enterprises (SME).

Our Target Investment Strategies

Sector agnostic exclusively targeting Manitoba companies, fund investments will generally reflect the Manitoba economy and have a mid to long-term investment horizon. We are not company operators, preferring to work closely alongside management partners to provide a combination of strategic, operational, and financial support with a patient capital approach to allow companies the time they need to thrive and achieve their growth objectives. Flexible in the form of investment, and deal structure tied to individual company needs. The types of investments considered include:

Late-Stage Venture Capital

Late-stage venture capital is defined as companies that have moved beyond the initial startup phase and are now seeking additional funding to further scale their operations. These companies have proven business models, a solid customer base, and consistent revenue growth. They are on the cusp of becoming market leaders and are preparing for significant market or product expansion or strategic acquisitions.

Growth Equity

Growth equity investments target companies that have reached a point where they are looking to scale significantly. These investments are typically more mature as they are established companies with a history of profitability and positive cash flows. The capital is often used to finance manufacturing capacity expansion, geographic market expansion, or acquisitions.

Ownership Transition Through Management Buyout (MBO)

An MBO is an event where a company's existing management team purchases the majority or minority stake of the company from the founder who is seeking ownership succession planning due to age or retirement. The Fund would provide the necessary capital, strategic support and expertise. MBOs are ideal for ensuring the continuity of a business's operations and preserving its corporate culture and local leadership identity.



Financial support with a patient capital approach to allow companies the time they need to thrive and achieve their growth objectives.