



**Karl Cureton, Chairman CEO**  
Council Exchange Board of Trade

**Managing Partner**  
Regional Opportunity Outcome Fund



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## Dear Investor Community,

This marks the first communication from the newly formed Council Exchange Board of Trade (Council Exchange) which is currently developing multiple Opportunity Funds across the U.S.. The goal of the Regional Opportunity Outcome Fund (Outcome Fund) is to spur the economy, create jobs, develop new opportunities for families to prosper and create a unique opportunity for investors to realize a return on investment. I'm writing you today because you have taken the time to provide your contact information via a form on the Outcome Fund website ([www.outcomefund.us](http://www.outcomefund.us)).

The Council Exchange's team is busy researching how best to serve both investors and community stakeholders. This work has been very exciting and interesting. Over the past 20 years I have spent a great deal of time in Washington talking with policy makers and over the past four months conducting development research on the Outcome Fund with real estate developers and city economic development managers, political leaders, investment brokers and business owners across the nation.

The Council Exchange recently responded to Atlanta's Development Authority's Request for Qualifications for Social Impact Partners. Atlanta is taking action to leverage Federal Opportunity Zones as an important tool to support the development of jobs, affordable housing and economic empowerment. I've attached our response to their request for Qualifications to provide insight into our developing research. Currently we are working with multiple cities/state, anchor institutions, large developers and community stakeholders to assess the best strategies for the convergence of investment returns and community benefit.

Thank you for taking the time to read my communication. Your feedback is very much welcome and my contact information can be found below.

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Research or illustrations featured in this document are for informational purposes only. This is not an offer to sell nor a solicitation to buy the Outcome Fund. That can only be done by a confidential Private Placement Memorandum ("PPM"). Future securities offered by the Outcome Fund would require more compliance work internal to the organization and once completed will be directed towards accredited Investors only. Limited Liquidity. Shares that would be sold in any future potential offering have not been approved or disapproved by the Securities and Exchange Commission or any state's securities division. Nor has the Securities and Exchange Commission or any state securities department passed upon the accuracy or adequacy of the PPM or the disclosures provided therein. Any representation to the contrary is a criminal offense.

Certain information set forth in this letter contains "forward-looking information", including "future oriented financial information" and "financial outlook", under applicable securities laws (collectively referred to herein as forward-looking statements). These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties.

Although forward-looking statements contained in this letter are based upon what management of the Outcome Fund believe are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements.

# Invest Atlanta - Social Impact Partner

## Mission Driven Opportunity Fund

The **Community Outcome Fund** (Outcome Fund) is an investment portfolio research management organization fully controlled by the Council Exchange Board of Trade (Council Exchange). The Council Exchange has roots in a 20-year trade association focused on the \$100 Billion minority technology industry. The Council Exchange's Management Team has over 15 years of direct partnership experience together supporting the common business interests of the 65,000<sup>1</sup> minority technology companies located across the United States.

## Market Research

The Outcome Fund continuously investigates Qualified Opportunity Zones for unique partner relationships that leverage workforce capacity, infrastructure, governance, business climate, the existence of a willing anchor institution and viable investment assets that include property, partnerships and qualified business equity investments. The coordinating organization, Council Exchange, maintains a team of Data Scientist, Economic Development Specialists, Project and Program Managers and Procurement Specialists. After each regional fund is constituted a qualified investment manager will be added to interface between investors, investment portfolios/joint ventures and community stakeholders.

The Outcome Fund will focus on location based Workforce & Economic Empowerment Areas (WEEA) located in 20 regions across the U.S.. Projects will benefit from over eight years of research focused on regional ecosystem innovation targeted to produce knowledge economy jobs by improving human capital systems and bringing new economy employers to distressed communities. The Outcome Fund initiates the creation of regionally supported partnership corporations programmed to distribute returns obtained from special allocation based on an internally calculated index.

<sup>1</sup> August 05, 2015, "Fueling High-Tech Growth through Minority Businesses", <https://www.nist.gov/news-events/news/2015/08/fueling-high-tech-growth-through-minority-businesses>, "There are more than 65,000 minority employers already in technology industries. Leveraging this diversity is key to the future of the U.S. economy.", National Institute of Standards and Technology, U.S. Department of Commerce.

# Invest Atlanta - Social Impact Partner

## Fund Criterion

The Outcome Fund works to develop transactional partnerships based on agreements that utilize a Distributed Intelligence (DI) that reduces investment risk through pre-defined rules that allow structural controls and outcome-based events to drive agreements and payouts. Equity investments are mixed use. The Outcome Fund's "**Campus Architecture**" methodology incorporates workforce housing, educational facilities, office buildings, hotels and research labs. The Outcome Fund development process focuses on high-impact Qualified Opportunity Zones with a higher-education anchor institution willing to develop workforce partnerships to attract grant, contract and foundation activities designed to spur the economy and reduce investor risk.

Investments will support small business expansion and each development will include a seed accelerator cohort of technology based employers and partnerships with anchor institutions like Historically Black Colleges and Universities. The Fund will also develop industrial real estate investments and small business equity investments in Section 3 and HubZone companies.

## Investor Selection

Investors for the Outcome Fund are vetted for their tolerance with regards to balancing return on investment with community impact. Although the underlying premise of each Regional Outcome Fund is that sustainable investments are a better long term bet, the Outcome Fund is focused on human capital growth through community engagement and knowledge transfer. This is a research based initiative and fund management requires local government agreements along with other key stakeholder mission alignments.

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