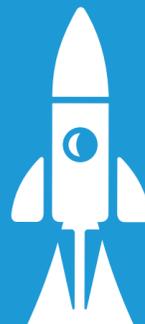


# A decade in review



Ten years ago, First West Capital opened its doors with the goal of supporting ambitious entrepreneurs to **grow, acquire** and **transition** their businesses. As entrepreneurs ourselves, we created an equally ambitious plan that has led us to our current position as a national junior capital firm fueling business growth.

We've helped more than 100 dynamic businesses **grow, acquire** and **transition** through innovative financing solutions. We wouldn't be here today without our clients, business partners and team. To everyone who we have worked with during this decade-long journey, we thank you.

We are excited to reflect on our journey these past 10 years while excitedly looking toward our future.



2010



## First West Capital is founded

A decade ago, we noticed that very few lenders were offering junior capital to Canadian mid-market businesses. We decided to address that gap and First West Capital was born as a subsidiary of First West Credit Union. We took up office space in Vancouver, B.C. in 2010 and have been expanding our business ever since.

2011



## First deal funded

In 2011 we successfully closed our first deal - funding \$400,000 of **acquisition** capital to a Vancouver-based company.

2012



## First deal outside of B.C.

In 2012 we funded our first deal outside of British Columbia. We provided \$2M of **growth** capital to an industrial marine service company located in Alberta.

2014



## First Ontario deal

In 2014 we added Ontario to our list of client locations providing \$1.2M of **growth** capital to a software company in the Greater Toronto Area.

2016



## Toronto office opens

Embracing opportunity, in 2016 we crossed the country and opened our Toronto office. As a national junior capital provider, we continue to grow our national presence east of our Vancouver-based roots.

2018



## Largest deal funded

We closed our largest deal to date in 2018 with Ontario-based insulated product design company, California Innovations. On a mission to expand, we provided **\$10M to accelerate their growth**. California Innovations is now the world's leading provider of soft-sided coolers and insulated lunch packs.

**We had a great personal connection with the First West Capital team, and we like that they are a growing, Canadian business like us. It's a really good match.**

- Adam Bryck, COO and CFO at California Innovations

2019



## Vancouver expansion

We outgrew our original space and moved into a brand-new office on West Georgia Street in 2019. This new headquarters is the perfect location to conduct client meetings and continue to drive business growth across the country.

2020



## A client success story

In 2015, co-founders Becky Brauer, Dhruv Sood, and Husein Rahemtulla set out the build what is now one of the most successful meal-kit companies in Vancouver, Fresh Prep. As their junior capital partner, First West Capital was able to help Fresh Prep accelerate their vision.

In 2020, the home delivery system took off as customers gravitated to their easy-to-make, healthy meals that could be prepared from the comfort of their home. Fresh Prep is building on this success with further expansion, while carrying out their Zero Waste packaging initiative, a movement focused on eliminating all single-use plastics from their kits.

**Growing responsibly has always been our priority. Our stable, recurring revenue model with a sharp focus on our customers and our product has led to sustainable, profitable growth, and made debt financing a clear choice.**

- Dhruv Sood, Co-Founder, Fresh Prep

2020



## A story of client resilience

We first partnered with Vancouver-based spin studio Spin Society in 2019, providing more than \$1M of **growth** capital to fund expansion and upgrades.

As the pandemic brought new challenges to the entrepreneurial landscape, Spin Society had to pivot their business in order to continue to offer their services while meeting changing provincial rules and societal behaviour shifts. Founder Dominik Desbois quickly shifted his focus, changing his business model to accommodate the demands of the pandemic. As a financial partner, we saw the resilience 2020 brought out in clients like Desbois who looked at how to quickly readjust their business model while continuing to operate and generate revenue during an unprecedented time in history.

Read Spin Society's story and their take-aways from 2020 here.

2021



## Amount funded to date

Over the last decade, **we have provided over \$270 million of junior capital** to businesses across Canada. Because every growing business could use a little rocket fuel.

**Looking to fuel your business growth? We understand the unique needs of entrepreneurs and their businesses. Because it takes one to know one.**

**Connect with our team and find out if we're a fit today!**