



Opportunity Main Street builds place-based financial inclusion ecosystems

Challenge: The vast majority of entrepreneurs that come from disadvantaged backgrounds lack access to right-fit capital to grow their businesses in a way that allows them to support their families and grow generational wealth. Non-wealthy investors lack options for investing in businesses in their own communities to grow local wealth.

The OMS Model: OMS is building a comprehensive place-based finance ecosystem to support entrepreneurship and community investing as a pathway to building community wealth, first in Baltimore, MD, and then in other underserved communities throughout the U.S.

Our theory of change is that with the following pillars in place, billions of dollars in supportive investment capital can flow to those business owners who need it most:

- Attractive and welcoming gathering space to bring entrepreneurs together with community investors – the Community Investment Hub
- Legal and accounting support and coaching for entrepreneurs to design their customized investment offerings
- Financial literacy education to grow the community of savvy local investors



The Mulberry: OMS has purchased a mixed-use building in downtown Baltimore at 15 West Mulberry Street and is in the process of renovating it. The upper floors will be furnished short-term residential units and the Community Investment Hub will be on the first floor. We call the building The Mulberry. Renovation is projected to be completed in 2025. For details on the building see mulberrybaltimore.com.

Team: CEO Jenny Kassan is an attorney with over 25 years of experience in real estate, business, community development, and securities law. Social entrepreneurs April and Tyron Harper, Directors of Innovation and Impact, lead community partnerships and operations. Chip Conley, formerly of Joie de Vivre Hospitality and AirBnB, is our hospitality advisor.

Investment Offering: We are offering preferred equity with a 2X preferred return and debt secured in second position by the building. Over \$1.9 million has been raised to date. If we are unable to secure all funds needed to complete the project, investor funds will be returned.

This offering is currently open to accredited investors only.