



PROPOSAL AND MARKETING PLAN

Keep South Dallas Soulful

Braveheart Network

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Investor Pitch: Braveheart Network

Revitalizing Black Communities through Real Estate, Ownership, and Economic Empowerment

1. Introduction & Vision

Braveheart Network is a mission-driven real estate development nonprofit structured like a full-service real estate company, focusing on urban revitalization without displacement.

We are redefining economic development by ensuring that Black communities own, build, and control their neighborhoods. Our projects integrate:

- ◆ **Affordable & Workforce Housing** – Keeping homeownership within reach
- ◆ **Commercial & Retail Development** – Empowering local businesses
- ◆ **Community Land Trusts (CLTs)** – Preventing displacement & preserving wealth
- ◆ **Workforce Training & Entrepreneurship Hubs** – Building careers in real estate & construction
- ◆ **Sports & Education Facilities** – Investing in youth talent & leadership

Why This Matters:

- ◆ **\$16 Trillion Wealth Gap** – Black homeownership & business ownership lag significantly behind other demographics
- ◆ **Urban Displacement Crisis** – Gentrification is stripping historically Black communities of their assets
- ◆ **Lack of Investment in Black Communities** – Only **1.2% of U.S. venture capital** is invested in Black-owned businesses
- ◆ **Untapped Market Potential** – Investing in Black real estate development can create **billions in economic growth**

2. Investment Opportunity & Model

Braveheart Network is launching the Braveheart Urban Renewal Fund, a mission-driven investment vehicle that will:

- ✓ Acquire and develop residential, commercial, and mixed-use real estate
- ✓ Provide long-term equity growth while ensuring community sustainability
- ✓ Generate revenue through rental income, asset appreciation, and tax incentives
- ✓ Offer investors financial and social returns, backed by low-risk, high-impact assets

3. Financial Projections & Returns

Projected Growth (10-Year Outlook):

- **\$150M+ Total Portfolio Value** across mixed-use, workforce housing, and commercial assets
- **15-18% IRR** (Internal Rate of Return) through a diversified capital stack
- **Cash-on-Cash Returns of 7-10%** via leasing, property management, and joint ventures
- **Economic Uplift:** Creating **1,000+ jobs** in real estate, construction, and entrepreneurship

Revenue Streams:

- ✓ **Residential Leasing & Sales** – Affordable homeownership, workforce housing
 - ✓ **Commercial Leasing** – Retail spaces for local businesses & national tenants
 - ✓ **Sports & Education Facilities** – Long-term facility partnerships & sponsorships
 - ✓ **Development Fees & Asset Appreciation** – Capturing value from urban renewal
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4. Capital Structure & Investment Terms

- ◆ **Fundraising Goal: \$50M in Series A Capital** (Grants, Impact Bonds, Equity & Debt)
 - ◆ **Investment Types:**
 - **Equity Stakes in Development Projects** – Direct ownership in community assets
 - **Debt Financing with Fixed Returns** – Low-risk, asset-backed investments
 - **Impact Bonds & Socially Responsible Investments (SRIs)** – Tax-advantaged vehicles
 - ◆ **Projected Investor Returns:**
 - ✓ **7-10% Preferred Returns** (Fixed Income Instruments)
 - ✓ **15-18% IRR** (Equity Stakes in Real Estate Development)
 - ✓ **Community & ESG** (Environmental, Social, Governance) **Impact**
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5. Tailored Investment Tiers

Tier 1: Legacy Builder (\$10M+)

- Co-development opportunities with full equity stakes
- Board advisory role in urban renewal initiatives
- Named investor in community facilities

Tier 2: Urban Visionary (\$5M - \$10M)

- Direct equity in large-scale real estate projects
- Special investment access in high-growth opportunity zones
- Featured recognition in investor impact reports

Tier 3: Community Investor (\$1M - \$5M)

- Stake in workforce housing & commercial leasing ventures
- Exclusive participation in high-yield impact bonds
- Invitation to annual investor forums

Tier 4: Impact Supporter (\$250K - \$1M)

- Tax-advantaged investment options in real estate projects
- Personalized quarterly financial & social impact reports
- Special recognition in Braveheart investor network

6. Social Impact & Legacy Building



Transforming Black Communities Without Displacement



Creating generational wealth through real estate ownership & business incubation



Revitalizing neighborhoods while maintaining cultural integrity



Job creation & workforce development in construction & real estate industries

- ◆ **ESG & Impact Investing** – Investors align with sustainable urban development goals
- ◆ **Community Land Trust (CLT) Model** – Protecting long-term affordability

7. Why Invest in Braveheart Network?

- ◆ **First-Mover Advantage** – Positioning as a national leader in Black-led urban renewal
- ◆ **Risk-Mitigation Strategies** – Leveraging public-private partnerships & government incentives
- ◆ **Tangible Asset-Backed Investments** – Real estate holdings provide security & long-term upside
- ◆ **Proven Leadership Team** – Led by experts in commercial real estate, finance, and community development

8. Call to Action

Join us in redefining the future of urban development!



Let's discuss investment opportunities. Contact us at basil.braveheartnetwork.com to schedule a strategy session.



Together, we can build thriving Black communities—brick by brick.

Braveheart Network – Where Ownership Meets Opportunity.

Braveheart Network – Corporate Nonprofit Real Estate Development Structure

1. Executive Leadership Team (Governance & Strategy)

- **Board of Directors** – Provides governance, oversight, and strategic direction. Includes community leaders, real estate experts, financial professionals, and social impact advisors.
- **Executive Director (CEO)** – Leads the overall mission and business operations, secures partnerships, and ensures financial sustainability.
- **Chief Operating Officer (COO)** – Manages day-to-day operations across all departments.
- **Chief Financial Officer (CFO)** – Oversees financial strategy, funding, grants, investment portfolios, and compliance.
- **Chief Development Officer (CDO)** – Leads real estate acquisition, development strategy, and construction initiatives.
- **Chief Impact Officer (CIO)** – Ensures all real estate projects align with social impact goals, community needs, and sustainable development standards.

2. Real Estate & Development Division

(Acquiring, designing, building, and managing real estate assets for community impact)

- **Director of Real Estate Development** – Oversees all projects, from site selection to final construction.
- **Project Management Team** – Leads planning, permitting, and execution of development projects.
- **Construction Management Team** – Manages general contractors, subcontractors, and quality control.
- **Architectural & Engineering Partnerships** – Works with designers and engineers to create sustainable community-centered projects.
- **Property Management Team** – Manages Braveheart-owned properties, including residential, commercial, and community spaces.

3. Economic & Community Development Division

(Integrating community revitalization with business growth, workforce development, and housing initiatives)

- **Director of Community Development** – Leads programs that ensure equitable development and prevent displacement.
- **Affordable Housing & Homeownership Programs** – Develops homeownership opportunities through Community Land Trusts (CLTs) and down payment assistance programs.
- **Small Business & Retail Incubation** – Supports local businesses with affordable retail spaces and entrepreneurship training.
- **Workforce Development & Apprenticeship Programs** – Provides training in real estate development, construction, and financial literacy.
- **Public-Private Partnerships Team** – Collaborates with city governments, banks, and institutional investors.

4. Finance, Investment & Fundraising Division

(Sustaining development through innovative financial models, grants, and social impact investing)

- **Director of Finance & Capital Markets** – Manages investments, real estate financing, and capital structure.
- **Grant Writing & Public Funding Team** – Secures government grants, foundation funding, and philanthropic support.
- **Real Estate Investment Fund Management** – Oversees impact investment funds for developing community projects.
- **Tax Credit & Incentives Team** – Focuses on Low-Income Housing Tax Credits (LIHTC), New Markets Tax Credits (NMTC), and Opportunity Zones.

5. Education & Sports Development Division

(Integrating education, sports, and community programs into real estate development initiatives)

- **Director of NextGen Academies** – Oversees afterschool and school-based sports programs.
- **Title I School Partnerships Team** – Implements education programs within real estate developments.
- **Sports Academy Development** – Designs sports facilities and youth training programs within real estate projects.
- **Athlete Wealth Building Initiative** – Helps athletes become real estate investors and community developers.

6. Legal, Compliance & Policy Division

(Ensuring regulatory compliance, community land trusts, and advocacy for sustainable development policies)

- **General Counsel & Compliance Team** – Handles legal affairs, zoning laws, and nonprofit compliance.
- **Community Land Trust (CLT) Management** – Develops and manages CLTs to create long-term affordability.
- **Policy & Advocacy Team** – Works on urban planning policies that benefit historically marginalized communities.

7. Marketing, Communications & Branding Division

(Building public awareness, engaging stakeholders, and driving community participation)

- **Director of Marketing & Branding** – Manages public relations, digital marketing, and brand strategy.
- **Community Engagement & Outreach Team** – Builds trust with residents and community leaders.
- **Social Media & Content Strategy Team** – Tells Braveheart Network's story through digital platforms.

Operational Model: Social Enterprise + Nonprofit Hybrid

- **Nonprofit Status (501c3)** – Allows for grants, tax exemptions, and impact-driven funding.
 - **For-Profit Subsidiaries (LLCs & REITs)** – Generates revenue through real estate investments, ensuring sustainability.
 - **Public-Private Partnerships** – Collaborates with local governments, developers, and financial institutions.
 - **Community Ownership Model** – Implements cooperative housing, land trusts, and local business ownership.
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Key Outcomes

- ✓ **Sustainable Real Estate Development** – Mixed-use properties that include affordable housing, retail, and community spaces.
 - ✓ **Wealth Creation in Black Communities** – Land ownership, workforce development, and small business incubation.
 - ✓ **Athlete & Youth Development** – Sports academies and educational programs embedded in real estate projects.
 - ✓ **Long-Term Financial Stability** – Revenue-generating projects that sustain community initiatives.
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Final Thought

This structure positions **Braveheart Network** as a **mission-driven, financially sustainable** real estate development nonprofit, capable of **building generational wealth and revitalizing Black communities** while avoiding displacement. The goal is to **own and develop real estate**, ensuring that Black communities **control their economic destiny** rather than being at the mercy of outside developers.

Financial Strategies for Braveheart Network a Mission-driven Real Estate Investment and Management Firm

To ensure **financial sustainability** while **maximizing community impact**, Braveheart Network must adopt a **hybrid financial model** that integrates **nonprofit funding, real estate investment strategies, and public-private partnerships**. Below is a breakdown of financial strategies for funding, development, and long-term sustainability.

1. Capital Stack for Real Estate Development

The capital stack is the **layered funding structure** used to finance real estate projects. Braveheart Network's approach will combine **philanthropic funds, public incentives, private investment, and debt financing**.

A. Grants & Public Funding (Top of Capital Stack)

- **Federal & State Grants** – Secure grants from HUD, U.S. Department of Education, and Community Development Block Grants (CDBG).
- **New Markets Tax Credits (NMTCs)** – Leverage NMTCs to attract private investment into low-income areas.
- **Low-Income Housing Tax Credits (LIHTC)** – Develop affordable housing using LIHTCs.
- **Opportunity Zones (OZs)** – Attract investors seeking tax advantages for long-term investments in underserved areas.
- **Historic Preservation & Brownfield Redevelopment Grants** – Utilize grants for restoring historic properties and revitalizing contaminated land.

B. Social Impact Investment (Middle of Capital Stack)

- **Community Land Trusts (CLTs) & Mission-Driven REITs** – Establish a nonprofit REIT or CLT to hold real estate assets for long-term affordability.
- **Program-Related Investments (PRIs) & Mission-Related Investments (MRIs)** – Partner with philanthropic organizations that invest in social impact projects.
- **Crowdfunded & Direct Public Offerings (DPOs)** – Raise funds through grassroots community investment platforms.
- **Impact Bonds (Social Impact Bonds & Green Bonds)** – Issue bonds that align with sustainability and community development goals.

C. Debt & Private Equity (Bottom of Capital Stack)

- **Community Development Financial Institutions (CDFIs)** – Secure loans from CDFIs, which focus on financing underserved communities.
- **Low-Cost Debt from Philanthropic Institutions** – Work with foundations that provide low-interest debt financing.
- **Joint Ventures with Mission-Aligned Developers** – Partner with ethical private developers on mixed-income and commercial projects.
- **Institutional & Family Office Investors** – Attract mission-aligned private equity from socially responsible investors.

2. Revenue Generation Model (Self-Sustaining Development)

To prevent over-reliance on grants and donations, Braveheart Network will generate revenue from its real estate assets to reinvest in community programs.

A. Property Development & Ownership

- **Mixed-Use Developments** – Build projects that include residential (affordable & market-rate), retail, office, and community spaces.
- **Commercial Leasing** – Rent space to local businesses, nonprofits, and anchor tenants (grocery stores, co-working spaces, healthcare).
- **Workforce Housing & Rent-to-Own Programs** – Create pathways to homeownership for low-income families.
- **Affordable Senior & Veteran Housing** – Develop housing that meets the needs of specific underserved populations.

B. Community Wealth Building Initiatives

- **Homeownership & Rent Stabilization Funds** – Offer subsidized homeownership programs funded by real estate revenue.
- **Equity Stake in Local Businesses** – Take minority equity positions in local businesses housed within Braveheart-owned properties.
- **Real Estate Apprenticeships & Construction Contracts** – Employ local residents in construction and property management.

C. Real Estate-Backed Financial Instruments

- **Nonprofit Real Estate Investment Trust (REIT)** – Pool investment capital into community-controlled real estate assets.
- **Public-Private Special Purpose Entities (SPEs)** – Form legal structures for collaborative real estate investment with municipalities.

3. Funding Sports & Education Programs

Since Braveheart Network integrates sports academies and workforce education into real estate projects, it will structure long-term funding through:

- **Revenue from real estate assets** (leasing retail, office, and residential units).
- **Sponsorships & Naming Rights** from corporations for sports facilities.
- **School District Partnerships** for NextGen Academies, with funding from federal Title I & ESSA grants.
- **Athlete Endowments & NIL Partnerships** to fund sports academies via contributions from pro athletes.
- **Scholarship Funds** supported by real estate investment profits.

4. Long-Term Asset Protection & Risk Mitigation

To ensure financial stability, Braveheart Network will protect its assets through strategic legal and financial measures:

A. Community Land Trust (CLT) Model

- **Prevents Displacement** – Keeps land in community ownership, ensuring long-term affordability.
- **Generates Leasehold Revenue** – Residents lease land while owning buildings, creating ongoing income.
- **Enables Perpetual Affordability** – Limits property appreciation to maintain accessibility.

B. Endowment & Reserve Funds

- **Operating Reserve Fund** – Covers 6–12 months of operating expenses.
- **Impact Investment Endowment** – Grows capital for long-term sustainability.
- **Stabilization & Buyback Fund** – Enables Braveheart to buy distressed assets and prevent speculative displacement.

5. Exit Strategy & Legacy Planning

To ensure Braveheart Network's long-term impact, the financial strategy will include:

- **Succession Planning** – Developing future leadership within the community.
- **Community Equity Buyout Programs** – Allowing residents to become part-owners in real estate developments.
- **Institutional Endowments** – Partnering with HBCUs, credit unions, and legacy institutions for continuity.
- **Trust-Based Philanthropy** – Creating long-term financial independence without reliance on short-term grants.

Final Thought

This financial framework ensures that Braveheart Network remains a mission-driven, financially sustainable nonprofit real estate developer that not only builds affordable housing and community spaces but also creates wealth and ownership opportunities for Black communities.