



# Mariposa Capital

Investment and Advisory Services

We turn insights into impact.



# Expertise you can count on

With over 60 years of industry experience, **Mariposa Capital** is a venture capital and asset management business unit of Mariposa Group that is committed to creating impact and value for business partners and the communities we service.



# Our Services

We offer a variety of services tailored to our partner's needs.

- Venture Capital.
- Business Management Advisory.
- Business Development Advisory.



## Our Impact

Turning insights into action has driven our impact on assisting our business partners and the communities we service over the years.

135

Franchisees Served

1,320

Communities Assisted

18

Business Units Optimized

7

Provinces where we are currently investing.



## Keith Shannons, Venture Capital Advisor

GUELPH

Keith has over three decades of experience in banking and management consultancy. As helpful advisor, he manages consultancy for Mariposa's venture capital affairs and interests.



## Kasha Mosley, Business Management Advisor

GUELPH

A seasoned business management advisor, Kasha has been working with franchisees and business subsidiary partners since the inception of structure and expansion. Kasha leads a team of business management consultants and venture capital experts from the Guelph HQ.



## Matt Zhangyee, Business Development Advisor

GUELPH

Matt handles business development and venture capital operations for Mariposa Capital Canada. He brings 20 years of experience in the construction and trade services industries.



# Get in Touch

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Mariposa's Switchboard: (416) 970-6681



# Venture capital

At Mariposa Capital, we are a leading trusted investor and advisor for our business partners, which include franchisees, subsidiaries, community sponsors, governments and public authorities and boards of directors and special committees.

We help our business partners grow by providing best-in-class advice and execution excellence on the most complex transactions across spectrums of success.



## Venture Capital at Mariposa Group Canada.

Raising Capital: How Corporate Financing Strategies Are Evolving at Mariposa Group Canada Limited.

Mariposa Group Canada Ltd. is a Canadian multinational venture capital conglomerate founded by Adriano Conti and Katalina Conti in August 2016. The current company is an evolution of Mariposa Canada Inc. that was originally founded by Giovanni Conti in 1962.

Mariposa's structure of incorporation is categorized as a venture capital holding company that is primarily owned by the Conti family, with assets managed by Conti Group Canada Limited.







**Christopher Conti**, Principle Venture Capital Partner, Mariposa Capital Canada.

Venture Capital Partner Since: October 2018

## Key Experience and Qualifications

Engaged and motivating leader who embodies Mariposa's culture: With over 20 years of leadership roles in the venture capital sector, Christopher Conti leverages Mariposa's specific and industry knowledge to lead the company and its subsidiary and franchisee business partners, contributes to the business development process and Mariposa's business growth strategy, embodies a tone of leadership at the top of Mariposa's executive management, and helps protect and enhance Mariposa's culture, including through his commitment to the talent of entrepreneur career development and diversity of the overall franchisee workforce.

Christopher Conti is a strategic thinker with deep business and industry expertise. Christopher utilizes deep familiarity with all aspects of Mariposa's business ventures, including from his experience as Senior Vice President and Chief Operations Officer of Mariposa Capital Canada, to develop, articulate and lead the execution of Mariposa's strategic vision, assess attendant risks and guide Mariposa's business growth, in each case providing his insights to Mariposa's Council of Governance and keeping corporate governors apprised of significant developments in Mariposa's overall business affairs and growth across the industries where the company operates.

## Our philosophy to venture capital.

You might think Mariposa's venture capital interests is all about making more money. For us, it's about enabling entrepreneurs to excel, while serving mutual best interests, and together with combined effort, every member of Team Mariposa strives to create wide spread prosperity.





How and why we invest.

Other companies invest in deals, Mariposa invests in people. A deal is transactional. Relationships endure, and ours are based on creativity, innovative thinking, passion, and an intense level of conviction and motivation.