

THE WALL STREET JOURNAL.



Investment in Infrastructure Is Booming

From The WSJ Article Oct. 7, 2018
...A FranCap Responsive OpEd

Private-equity firms are on track to raise a record amount for infrastructure investing...

Collectively, \$68.2 billion was raised in the first three quarters of the year, up 18% over the same period in 2017 and already surpassing the \$66.2 billion they amassed in all of 2016.

And then there's... Investment in the Economy...and more

specifically, the prolific, ever-growing **1.5 trillion dollar franchise industry that represents 52% of the GDP: The Franchise Market Place where, every eight minutes, every day, a new franchise operation**

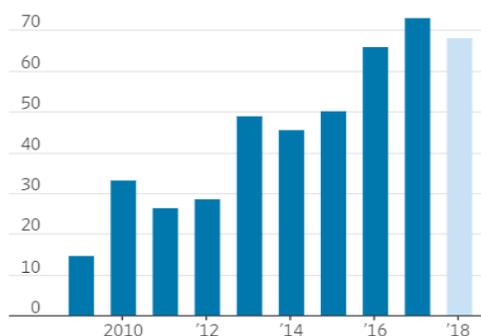
An Italian train station. In April, private-equity firm GIP purchased Italy's second-largest high-speed train operator, known as Italo. PHOTO: ANDREAS SOLARO/AGENCE FRANCE-PRESSE/GETTY

opens; 52 cents of every dollar spent by Americans is spent in one of over 760,000 franchise operations that currently employ 8.8 million people and the **average** franchised operation grosses **better** than \$1.5 **million** dollars **every** year.

Building Up

Global infrastructure fundraising

\$80 billion



Note: 2018 data is as of Sept. 30

Source: Preqin

And why is that important to know: FranCap Corporation has structured a business model System that centers on Partnering with existing, privately-held franchise brands and is now inviting investors to join in and share in the profits developed from franchisee royalty fees and myriad franchisor IPO's.

2018 research developed by FranCap Corporation's CEO, Don Wilson, with over 50 years industry background, illustrates that: "Currently close to 90% of existing franchise brands have fewer than 50 franchised locations and have little or no expertise to expand. Simply put, they have far too little cash to expense a multimillion-dollar expansion of their brand and further, no seasoned professionals dedicated to the licensing, marketing, sales, site selection, lease negotiation and build-out phases necessary to propagate the System.

"We Do..." Says Mr. Wilson, "...and the potential profits we anticipate from the gross revenues of our System's franchisees and the IPOs of our franchise brands -where returns of \$10 to \$20 for every dollar invested are historical- can be astronomical!"

Qualifying Investors and Privately-Held Franchise Brands are encouraged to contact [FranCap Corporation](#) for additional information. (FranCap Corporation is an SEC Reg D, Rule 506(c) Private Placement Offering)