

Old Line Capital Partners

CONTACT

Bill Dunahoo
Old Line Capital
410.279.9435
bill@oldlinecap.com
oldlinecap.com

FOR IMMEDIATE RELEASE

Old Line Capital Invests in Breakthru *Press release*

Bowie, Md., [April 7, 2023] – Old Line Capital Partners (www.oldlinecap.com) announced today that they have made a significant investment in Sportswise Global Inc., t/a Breakthru, as they expand their innovative “Learn-2-Earn” fintech solution. Companies are searching for more productive marketing approaches to reach the youth market, and young adults are always looking for ways to earn extra spending money. Breakthru is a compelling solution for both groups – where to date 80,000+ youths have been paid to learn about dozens of companies.

“Old Line Capital is excited to work with Alex, Gean, and their team as they rapidly expand youth participation and engage with many more companies.”, stated Bill Dunahoo, an OLC General Partner and Deal Co-Lead for Breakthru. “Companies share information about themselves, their initiatives and products, and job opportunities with youth. In turn, youth share feedback with the companies which has historically proven extremely challenging to collect. The youth are paid in Breakthru Dollars which they can spend instantly with Breakthru’s partners, including Paypal, Amazon, Coinbase, Dunkin’, Uber and others,” adds John Skordas, an OLC General Partner and Deal Co-Lead. “Old Line Capital is excited about Breakthru’s approach and sees it as a win-win solution to this daunting marketing challenge.”

“We are thrilled to have Old Line Capital as an investor in Breakthru as we continue to quickly penetrate this burgeoning marketplace,” said Alexander Miles, Founder & CEO of Breakthru. “Over the nine months since we first met with John and Bill, we forged a strong relationship and benefited from the exchange of ideas with them. I look forward to a long and positive relationship with the OLC team.”

About Breakthru

Founded by Alexander Miles in 2019, Sportswise Global, Inc. t/a Breakthru (www.joinbreakthru.com) offers a new way for youth to earn by engaging with companies. Students earn money by learning about companies, skills, and initiatives. Breakthru users can spend, send, and invest through a digital wallet with their partners Paypal, Amazon, Uber, Dunkin’, and Coinbase. Breakthru has over 80,000 users (60% are girls/women, and over 75% come from underrepresented backgrounds), and has previously received investment from groups like Goodwater, Techstars, 37 Angels, RevTech Capital, and Headstream.

About Old Line Capital Partners

Old Line Capital is a venture capital firm focused on the financing and development of early-stage startups in Maryland and the broader mid-Atlantic region. We are dedicated to providing the pre-seed, seed, and later round funding required to bring new, innovative, impactful, and disruptive products to market. But unlike other investment firms, we provide more than just a check – we provide dedicated mentoring, networking, and small business development expertise that dramatically increases the probability of the success of our portfolio companies. Old Line Capital's General Partners are all seasoned entrepreneurs who have started and grown successful businesses. Collectively our General Partners and Limited Partner Advisers possess the broad and diverse expertise and set of skills necessary to help entrepreneurs bring their dreams to fruition.