

[View Email in Browser](#)



**STRONG ROOTS. SMART BUSINESS.**

## Spring 2023 Newsletter



**Capital  
Deployed**

**\$116M**



**Square Feet  
Developed**

**2,148,982**



**Jobs Created/  
Retained**

**2,417**

(as of May 20, 2023)

### Three Roots Provides \$25.5M for Real Estate Projects at the University of Tennessee Research Park

Collaboration between developers, banks, research institutions, and innovative financing companies like Three Roots Capital on forward-thinking projects is critical for creating more economic development opportunities and access to capital in the



greater East Tennessee region.

Over the past few years, Three Roots Capital has worked with the University of Tennessee Research Park (UTRP) on numerous real estate projects and efforts to support the region's entrepreneurs. Three Roots has provided more than \$25.5 million in financing for real estate development projects at UTRP, including the construction of the Innovation South building and the renovation of the Innovation North building.

"Three Roots has collaborated with UTRP since our founding in 2016. In 2020, we formalized the relationship by partnering to apply for a \$645,600 grant from the U.S. Economic Development Administration to fund our joint effort to encourage and support development at the site," said Grady Vanderhoofven, President, Founder and CEO. "Through our work at UTRP, we want to attract additional private developers and capital to the location to continue making Knoxville a great place to start and grow a business."

Read the rest of the story

## Three Roots Staff Spotlight: Dr. Missy Muendel



Dr. Melissa (Missy) Muendel has been a trailblazer her entire life.

She is an anthropologist, archaeologist, and historian who recently retired from Three Roots Capital as its Director of Research and Reporting. With over 36 years of experience in research and development in the social sciences and humanities, she has made a lasting impact on her community and loved ones.

"The words I would use to describe Missy are teammate, loyal, tenacious, impactful, and fun," said Grady Vanderhoofven, President, Founder, and CEO. "No matter the situation,

I've always been able to rely on her to say, 'We can do this.' I wish her all the best in her next adventure."

Read the rest of the story

## Updates: 3Roots & Valued Partners

Knoxville Chamber recognized Three Roots with a [Pinnacle Business Award](#) in the Small Business Excellence category. The Small Business Excellence Award, sponsored by Allcor Staffing, is presented to an East Tennessee small business



that has consistently grown its workforce and revenue. [Read more](#) and [watch the Chamber's video](#).

Meet Three Roots' newest team member, [Anderson Olds, Portfolio and Reporting Analyst](#). Anderson coordinates compliance and reporting for Three Roots' access-to-capital activities. In this role, he collects financial and impact data from clients, assists relationship managers with underwriting and due diligence, and provides reporting to stakeholders and funding partners.



Three Roots Capital participated in a second strategic investment round for SmartRIA. The round was led by Dynasty Financial Partners and MarketCounsel. With the new investment, SmartRIA will accelerate the development and implementation of enterprise functionality that addresses the needs of large financial institutions. The [TennesSeed Fund](#) invested in SmartRIA in 2019, as the company's first institutional investor. [Read more](#).

Grady Vanderhoofven, President, Founder, and CEO of Three Roots, participated in Techstars Industries of the Future's "Mentor Madness" session for the new cohort of innovators. Learn more about the cohort [here](#). In addition to providing access to capital, Three Roots offers business coaching to help businesses and projects succeed.



Chris Miller, Chief Financial Officer at Three Roots, served as a judge for the Boyd Venture Challenge at UT's Anderson Center for Entrepreneurship and Innovation. He served alongside representatives from RDI Technologies, The Lighthouse Fund and Helix Biotech. Wesley Pitts, the founder of KnoxBots, an innovative robotic lawn care company, took home first prize and \$20,000. Read more about the event on [Teknovation.biz](#).

iO Urology won the 2023 PYA Ballard Innovation Award. The medical technology company won \$50,000 in capital and in-kind services – the largest award of its kind in East Tennessee. Captis Aire and Carbon Rivers took second and third place respectively. Read more about the winners and origins of the award on [Teknovation.biz](#).



In April 2023, the Knoxville Entrepreneur Center celebrated its 10-year anniversary. The event highlighted what the organization has done over the past decade – working with over 1,600 entrepreneurs who have created 650 jobs and attracted more than \$160 million in capital investment. [Learn more](#).

## Our Products/Services

## Meet the Team

Follow us and see what's happening  
on social:



Download our Impact Report



---

Three Roots Capital | 12640 Kingston Pike, Knoxville, TN 37934 | [3rootscapital.org](https://3rootscapital.org)

Three Roots Capital | 12640 Kingston Pike, Knoxville, TN 37934

[Unsubscribe linda@3rootscapital.org](mailto:linda@3rootscapital.org)

[Update Profile](#) | [Constant Contact Data  
Notice](#)

Sent by [info@3rootscapital.org](mailto:info@3rootscapital.org) powered by



Try email marketing for free today!