

## CASE STUDY: QUALITY INTERACTIONS

Massachusetts-based certified minority business grew exponentially to earn a spot on the Inc. 5000 list in 2022 for the first time.



### ABOUT THE COMPANY

Quality Interactions is a Massachusetts-based, certified Minority Business Enterprise that accelerates health equity initiatives with industry-leading cultural competency training.

The company was founded by Dr. Joseph Betancourt, Dr. Alexander Green, and Dr. Emilio Carrillo continue to meet the critical need for implicit bias and cultural competency training for healthcare professionals. Their online learning platform serves up an array of online resources that include eLearning, live training, assessment, reinforcement quizzes and microlearning.

With their pioneering research as a foundation, Quality Interactions has continued to evolve its product line to meet demands outside the healthcare sector, including state and city governments and educational institutions.

### THE PROBLEM

Despite many long-standing relationships at top institutions, Quality Interactions often dealt with cash flow challenges stemming from long sales cycles. Their small-but-mighty team needed an infusion of funds to expand and widen their reach.

### THE SOLUTION

Founders First invested in Quality Interactions through a revenue-based financing facility, giving them the fuel they needed to grow their top line.

The team evaluated key performance indicators and identified high-impact areas that included new marketing strategy and experiments to shorten the sales cycle. The approaches they learned through the Founders Bootcamp Accelerator further supported them in their mission.

### THE END RESULT

Since Founders First invested, Quality Interactions has grown their top line by 300%. Despite the COVID-19 challenge, the company capitalized on new market need and explosive growth, including:

- **300% topline growth in one year**
- **Revenue grew 3x within 24 months**
- **Added three new revenue streams**
- **Doubled the size of the team**



“Having a partner that not only invests cash in us, but also takes time to support our strategic growth is a real asset. It’s one of the things that I really treasure about the relationship that I have with Founders First. It goes well beyond all financial cash transactions.”

**Michelle Courton Brown**  
Executive Board Member  
Quality Interactions, Inc.

### WHAT THIS MEANS FOR YOU

Revenue-based financing is a good fit for your ed tech business:

- Profitable, break-even or on the clear path to profitability
- Recurring or predictable revenues or repeatable customer contracts
- Seeking \$50k to \$2M in growth capital

Interested in pursuing revenue-based financing for your diverse-led company? Send us an email at [rbfinfo@f1stcp.com](mailto:rbfinfo@f1stcp.com).