

THERE IS LUCK.  
AND THERE IS SCIENCE.

Investing is a science.  
It requires a plan and  
discipline to follow the plan.

## HEADQUARTERS

319 Barry Avenue S, Suite 210  
Wayzata, MN 55391  
(952)-476-1062  
Fax: 952-404-5079  
[www.rocketcapital.com](http://www.rocketcapital.com)

### J.D. HURD

- President / Senior Portfolio Manager
- Phone 952-476-1062
- Email: [jhurd@rocketcapital.com](mailto:jhurd@rocketcapital.com)

### Jim Nelson

- Research Analyst / Operations
- Phone 952-476-0271
- Email: [jnelson@rocketcapital.com](mailto:jnelson@rocketcapital.com)

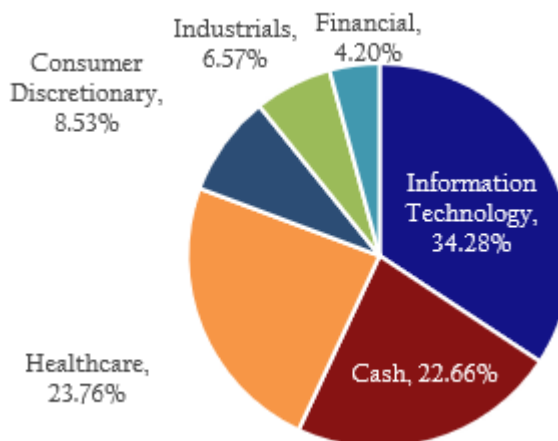
## INVESTMENT STRATEGY

We follow a disciplined investment process in which we analyze over 1,000 chart patterns weekly using technical analysis to identify emerging stocks and sectors that are gaining interest from institutional investors. We then conduct an in-depth fundamental appraisal to ensure that prospective holdings have a competitive edge, strong industry tailwinds, and strong revenue growth potential. We continually fine-tune the portfolio of 20-30 stocks by selling laggards and adding to existing & emerging leaders.

### The “Rocket” Process

- Rapid revenue and earnings growth
- Obvious leader in its category
- Competitive edge within its sector
- Keep it small: greater upside potential
- Economic effects of supply/demand
- Technical analysis to decide timing

## CURRENT INDUSTRY SECTORS

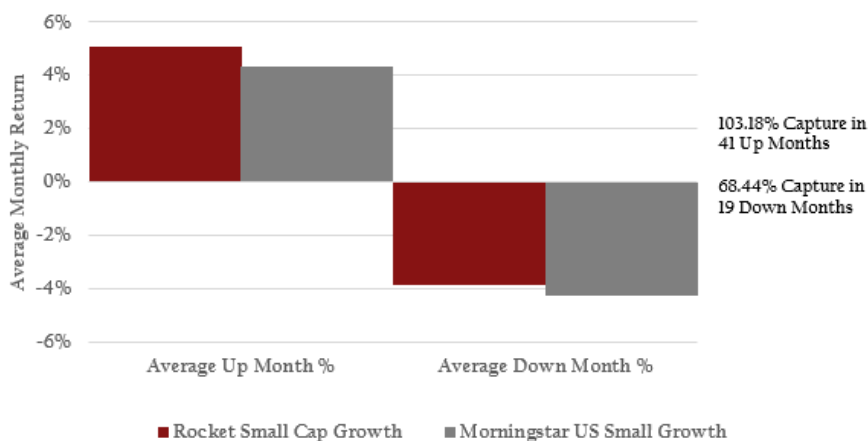


## TOP TEN HOLDINGS

As of June 30<sup>th</sup>, 2021

- |                     |                    |
|---------------------|--------------------|
| 1. Avid Technology  | 6. Caredx Inc      |
| 2. Celsius Holdings | 7. Emcore Corp     |
| 3. Bancorp Inc      | 8. Kornit Digital  |
| 4. Optimize Rx      | 9. Digital Turbine |
| 5. GrowGeneration   | 10. Liveperson Inc |

## AVERAGE UP/DOWN AND CAPTURE TRAILING 5 YEARS



### Disclosures:

CURRENT INDUSTRY SECTORS: Current Industry Sectors do not reflect future allocations to industry sectors. TOP TEN HOLDINGS: The above securities are not indicative of future holdings. Individual clients' holdings may differ from the above holdings. UP/DOWN CAPTURE: is a measure of how well a manager was able to replicate or improve on phases of positive benchmark returns, and how poorly the manager was affected by phases of negative benchmark returns. Returns are calculated net of fees and are not indicative of future results.



### WHY ROCKET CAPITAL ?

At Rocket Capital, we believe our experience and competitive advantages provides us the ability to successfully grow our clients' assets.

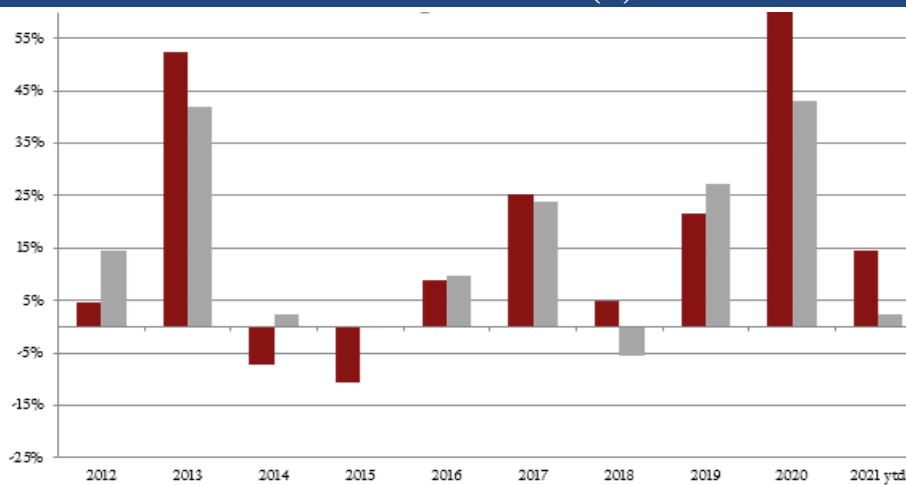
#### Proven Experience:

- Portfolio Manager J.D. Hurd who has over 35 years of experience in the securities industry.
- We have used our investment process since the mid 1980's

#### Competitive Advantages:

- We follow a strict disciplined process which is designed to limit emotional bias
- We are true active managers, not closet indexers
- We are small and can thus access investments that some larger firms cannot. Our size also makes us easily reachable and we're always happy to talk with clients.

### CALENDAR YEAR RETURNS (%)



■ Rocket Small Cap Growth	4.55%	52.26%	-7.31%	-10.51%	8.80%	25.14%	5.01%	21.45%	78.64%	14.44%
■ Morningstar US Small Growth	14.50%	41.86%	2.46%	-.18%	9.61%	23.77%	-5.68%	27.33%	43.19%	2.44%

### WHY SMALL-CAPS?

We believe that any portfolio with a long-term horizon should have an allocation of small-cap companies for two major reasons. First, patient investors historically have been rewarded with excess returns. Second, an allocation of small-caps can help to lower overall portfolio volatility even though small-cap stocks individually can be volatile.

### FIRM FACTS

AUM: **\$48.48M**  
Date of Inception: **January 2003**

### COMPOSITE FACTS

Total Net Assets: **\$11.28M**  
Number of Holdings: **22**  
% in Top Ten Holdings: **42.29%**  
Size Weighted Dispersion: **0.20%**  
# of Portfolios in Composite: **32**  
% of AUM: **23.27%**

### TRAILING PERFORMANCE (%) \*Annualized Returns

	3 month	1 year	2 year*	3 year*	5 year*	10 year*	SI*
Rocket Small Cap Growth	9.18%	70.72%	42.92%	31.01%	27.77%	15.46%	11.79%
Morningstar US Sm Cap Gr	3.48%	40.68%	23.54%	16.45%	18.82%	13.60%	12.76%

#### Disclosures:

Rocket Small Cap Growth: The Rocket Small Cap Growth Composite is an actively managed growth stock portfolio invested in small sized growth companies. Composite performance is calculated net-of-fees. The Net-of-fee composite returns are modeled after a "bundled" fee of 2% from inception through 12/31/18, and 1.5% from 12/31/18 to present, which includes transaction costs, portfolio management costs, and financial advising costs. The fee is charged quarterly in advanced. Performance results do not reflect the impact of tax, but do reflect the reinvestment of dividends and other account earnings. Composite calculation is available upon request. The inception date of the Small Cap Growth Composite is January 1, 2003, which is provided as supplemental information. The Rocket Small Cap Growth Composite is comprised of all client accounts managed primarily by J.D. Hurd and Michael R. Lippold while doing business as Hurd Growth Advisors at Prudential Securities from 1/1/03 to 6/30/03, as J.D. Hurd's Individual Retirement Account managed by J.D. Hurd and Michael R. Lippold from 7/1/03 to 12/31/03, as Rocket Capital Management, LLC from 1/1/04 to 11/30/05 managed by J.D. Hurd and Michael R. Lippold, as Rocket Capital Management, LLC managed by J.D. Hurd and Brett Johnson from 11/30/05 to 6/30/10, and as Rocket Capital Management, LLC managed by JD Hurd from 6/30/10 to present.

CALENDAR YEAR RETURNS (%) and TRAILING PERFORMANCE(%): Performance data and returns are not indicative of future results. The investment returns for the above indices are shown for comparative purposes. The Composite benchmark is the Morningstar US Small Growth Index. Current and future performance may differ substantially from previous performance. All information contained in this publication are the opinions of Rocket Capital Management, LLC and should not be taken as a buy or sell recommendation. \*2, 3, 5, 10 year and Since Inception returns are trailing and are calculated on an annualized, net-of-fee basis. All returns are calculated as of 6/30/2021 and are time-weighted returns. The Composite benchmark is the Morningstar US Small Growth Index. Rocket Capital Management does not reflect the same asset allocation as the Morningstar US Small Growth Index nor does Rocket Capital Management necessarily hold the same securities as the index. The Morningstar US Small Growth Index measures the performance of the small-cap growth segment of the U.S. equity universe. It includes companies with higher price-to-value ratios and higher forecasted growth values. The Morningstar US Small Growth Index is constructed to provide a comprehensive and unbiased barometer for the small-cap growth segment of the stock market. Index return does not reflect any fees, expenses or sales charges. All information provided in this publication is for informational purposes only.

FIRM FACTS and COMPOSITE FACTS: Rocket Capital Management, LLC is a Minnesota based registered investment advisor. Composite and Firm Facts are calculated as of 6/30/2021. Assets are reported in U.S. dollars. The size weighted dispersion calculation is the quarterly dispersion of the individual portfolio returns around the aggregate composite return. Past performance is no guarantee of future results. Current holdings and/or performance may differ from those shown in this publication.

