Launchpad 2014 Activity

Applications
Scouted Candidates
Candidate presentations

New Companies Funded

2014 Investment = $7 m
8 New
+25 Follow-on
Activity - Historical

Dollars Invested Per Year

Activity - Historical

New Rounds & Follow-Ons by Year
In either case, most investments fail. Minority of investments provide the majority of return. Unlike VCs, angels try to preserve capital and get on base by being careful about capital-intensive all-or-nothing bets.
Unicorns

- Differentiated technology
- Technology proven and development complete
- Addresses unfulfilled market need
- Initial sales with clear path to sales growth
- Seasoned team with balanced skill set
- Strong board and advisor set
- Capital efficient
Why startups fail?

• #1 Run out of money
Why startups fail?

• #2 Technology isn’t ready
  – Needs retooling
  – Misses price point
  – CTO leaves
  – Whoops: competitor with equivalent or better
    • Or over lapping patent
Why startups fail?

• #3 Market doesn’t respond.
  – Longer sales cycle
  – Insufficient economic advantage
  – Inability to differentiate vs. current solutions
  – Surprise competitor
  – Market apathy
Why companies fail?

- #4 Inability to sell
  - Wrong sales team
  - Misdirected campaign strategy
  - Failure to build channel partners
Why companies fail?

• #5 Leadership mistakes
  – Overly optimistic
  – Slow to respond to market feedback
  – Mis-spend precious capital
  – Hire wrong people
  – Inability to evangelize product
Founder Guidance

• Be ready to validate technology.
• Debut go to market plan with market savvy advisors before engaging with Angels.
• Be alert to utilizing angels’ operational expertise.
• Know what you can actually deliver and then execute fiercely to meet those benchmarks
• Be conscious and alert to path to exit.