



ENET – April 7, 2015

Sheryl R. Schultz

- Career startup marketer
 - Telecom through the 80s, 90s, early 2000s
 - Acme Packet, Wellfleet, Sonus, ArrowPoint, Acopia, Argon, etc.
 - Angel Investing – Golden Seeds in '07, Boston Co-Lead 2009 – 2011, Launchpad in '12
- Founder – CabinetM, January 2014
 - Discovery Platform for the Marketing Industry
- Board Director/Observer
 - Crowdly
 - Playrific
 - The Capital Network (TCN)
- Other involvement
 - Philo, Qstream, ViralGains, Pipeline Fellowship

Golden Seeds

- One of the country's largest angel investment firms
 - Funds diverse management teams where female exec holds 10% or more of the equity.
 - ~ 300 Members – NY, Boston, SV, So. Cal, Texas
 - Hybrid: Network and a Fund
 - Over \$70M invested in over 70 companies
 - Human capital is as important as the funding
- Example of portfolio companies:
 - Groupize
 - Crimson Hexagon
 - Playrific
 - Avaxia
 - Respiratory Motion
 - Open Road Media

Due Diligence: Management Team

- Investors are looking at:
 - Reference Checks from Past Employers, peers and employees
 - Team/investor interaction
- They are trying to understand:
 - Has the team “done it” before?
 - Do they have any experience building companies?
 - Do they have the expertise to build a company in their space?
 - What are their strengths/weaknesses
 - Where will advisors need to add support?
 - **ARE THEY COACHABLE?????**

Due Diligence: Market Opportunity

- Investors are looking at:
 - Size of the target market opportunity
 - Most angel groups want to see a market size of at least \$500 million
 - Barriers to entry
 - Competition
- They are trying to understand:
 - Positioning
 - Distribution: Direct, channels, partners?
 - Marketing Plan
 - Understanding of Customer Acquisition Metrics

Due Diligence: Competition

- Investors are looking at:
 - Existing landscape for your product or service
 - Competitive information you have gathered.
- They are trying to understand:
 - Who are the competitors, and what is the company's competitive advantage?
 - Is the market crowded?
 - What are the barriers to entry?
 - Is there room in the market for a new entrant?
 - Are any existing competitors also partners?