

“Selling to Angels and VCs: Strategies, Tactics and Tips ”

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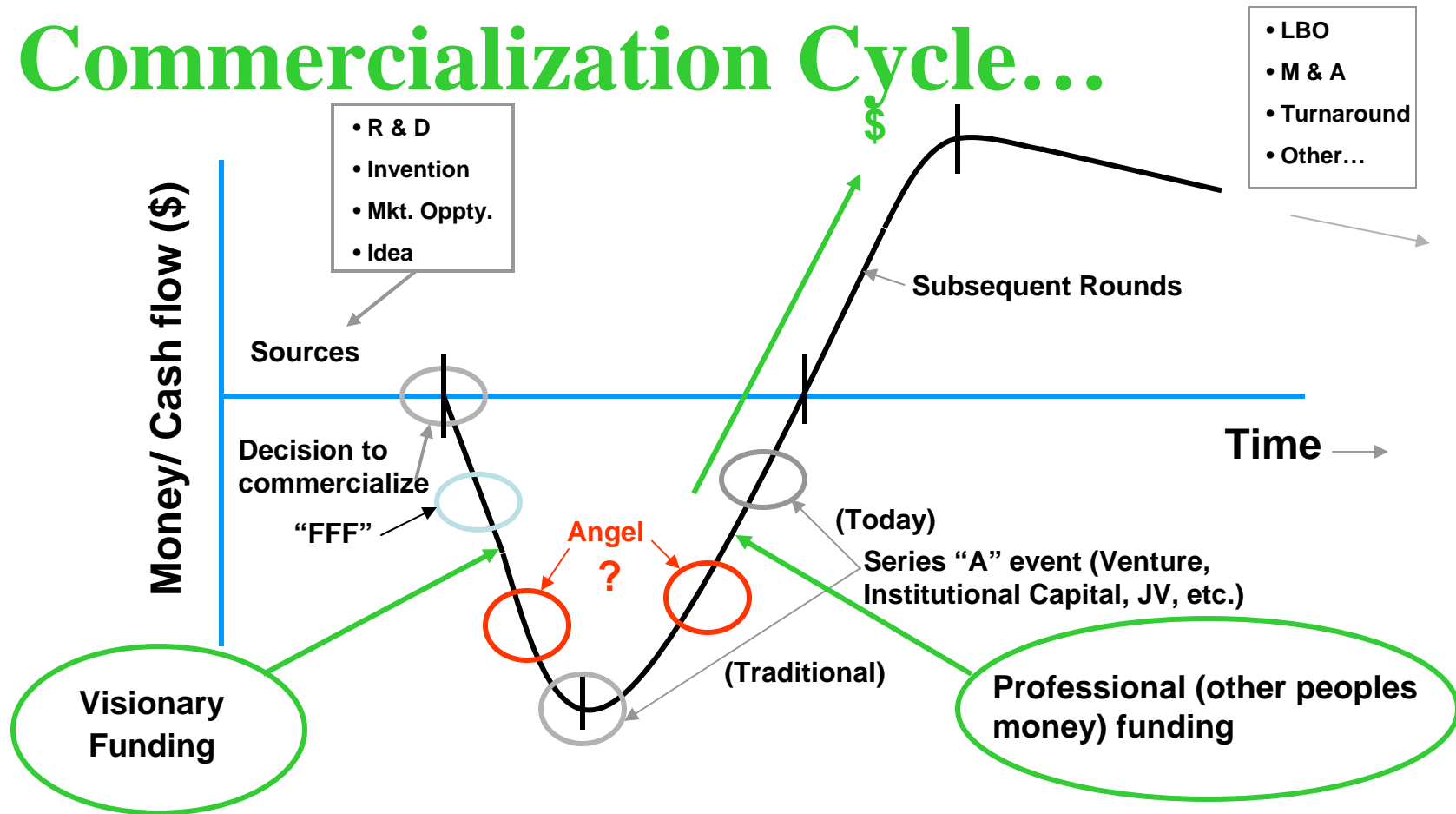
the Questions ...

- **How to pitch to the “right” Angel (or VC)?**
- **What are the Pros and Cons of Angel Groups?**
- **How do you get a VC to notice your company?**
- **The case for maximum (reasonable) valuation?**
- **Positioning the company for the pitch?**

Positioning ...

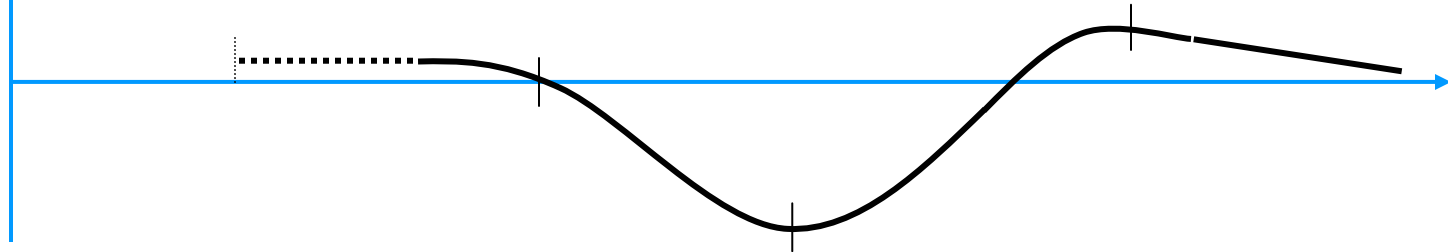
- **There are over twenty different types of capital investment available to technology based companies ranging from personal credit cards to public offerings!**
- **To achieve success in securing capital it helps to know where you are in the company life cycle. Understanding that requires a look at the basics of the business cycle...**

Commercialization Cycle...



Implications of Commercialization Phases...

(clue – its always changing)!



	Pre-Investment	Early Stage	Series A	Subsequent
Investment	Friends and family, Grants (SBIR,STTR)	Angel, Suppliers, poss. joint ventures	Series “A”, Angel re-up, Venture Capital	Banks, mezzanine, investment bankers
Management	Informal	Teams	Management Org. Structure	Committees, Metrics
Governance	Advisors	First Board of Directors, Angel directors	BOD w/ Committees and Outsiders, VC Board	Larger and more formal

What is the “take away” ???

- **Knowing where you are in the business cycle guides the selection of the proper source of capital.**
- **There are no secrets!**
- **Success lies in the fundamentals (tabs) of the Business Plan. They include:**
 - Business objective
 - Markets
 - Sales /Revenue Generation
 - Technology/ IP
 - Management
 - Financials (I/S, B/S, C/F)
 - Exit Strategy
 - Competitive Advantage

An additional caveat....Angel Investing

- **Breathtaking growth from Bill Wetzel (VCN) at UNH and the Breakfast Club (25 years ago).**
- **Six visible groups in New England:**
 - Common Angels
 - Hub Angels
 - LaunchPad
 - Walnut
 - Health Care Angels
 - Cherrystone
- **Region (NE Angels)/ National (ACA)**

Angel Investing (cont.)

- **They are meeting a critical need for early stage “gap” investment.. and are doing it well and with increasing professionalism.**
- **There is “method” in approaching Angel Groups and succeeding..... But the process is evolving and different from the VC world.**

Good Hunting.....

