

How to Find, Select and Build your Co-Founding Team

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Agenda

- ❖ Company Introduction
- ❖ Co-Founders
- ❖ Advisors & Network
- ❖ Business Model

Company Mission

We make it easy for businesses to quickly obtain the optimal financing solution for growing their companies so that they can focus their time and resources on running their businesses rather than financing them.

We do this by providing a comprehensive suite of commercial finance solutions that are customized to fit our clients' exact needs

Co-Founders

- ❖ My wife and I co-founded VeriLync in September 2015
- ❖ Pros
 - We know and trust one another
 - Able to capitalize on her finance background & my tech background
 - Work / life flexibility
- ❖ Cons
 - My wife got the short end of the stick!
 - Lack of household income diversification
- ❖ Suggestion
 - Seek co-founders that you admire, respect and want to spend your life with

Advisors & Network

- ❖ CEOs that I previously worked for
 - ❖ Networking groups
 - ❖ Referral partners
 - ❖ LinkedIn
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- ❖ Suggestion – Maximize the benefit from your existing network

VeriLync's Leveraged Business Model

- ❖ Business plan focuses on leveraging as many non-employees as possible
- ❖ Marketing - Invested in multi-year program for website, blog, email & social
- ❖ Sales
 - Referral partners
 - Independent contractors
- ❖ Lender network
- ❖ Levers for our future FinTech solutions
 - Infrastructure as a Service
 - Contract onshore and/or offshore software development teams

VeriLync's Leveraged Business Model

❖ Pros

- Minimize fixed costs
- Easy to experiment to determine what works and what doesn't
- Defer direct hiring until required for scale

❖ Cons

- Reliance on others that aren't 100% vested in your success... need to incent them

❖ Suggestion

- Consider deferring the decision to on-board co-founders / additional employees

Thank You and Good Luck!

- Feel free to contact us for a complimentary consultation for financing your business
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