Golden Seeds

- One of ~22 angel groups in New England
- Mission driven: We invest in women led businesses across multiple industry sectors
- Founded in 2004
  - Forums in New York, Boston, San Francisco
  - One of the largest groups in the USA with over 200 members
- Network plus a fund; Fund provides micro-VC levels of investment alongside members
- We meet to look at company pitches 10x a year, at each meeting we see 2-3 companies
- We have invested over $28M in 40 companies, and more than 90 follow-on rounds.
The Process

**GENERATE**
- Attract deals
  - Speaking opportunities
  - Business plan competitions
  - Mentoring
  - Participation in relevant organizations/events
  - Membership in multiple angel groups

**QUALIFY**
- Initial meeting
  - Establish plan and milestones for GS process
  - Redirect non-GS appropriate deals

**PREPARE**
- Monitor progress via phone, meeting, email
  - Watch milestone progress
  - Assist in refining investor pitch

Golden Seeds Screening
Success Factors

• The starting point
  – Do your homework - Most angel groups have a website
  – Target angels that fit your profile: industry focus, personality, support
  – Find a champion in the group
    • Knows the social rules of the road
    • Will sponsor you in to the group
  • Know when to engage
  • Develop a compelling investor presentation and executive summary

• Engagement
  – Understand the process and follow instructions
  – Ask questions, we want to give you the chance to be successful
  – Follow the presentation guidelines
    • Stick to 10 minutes and focus on all the elements of your business
    • Be confident
  – Know your business – particularly the numbers!
  – Be responsive to requests for diligence materials