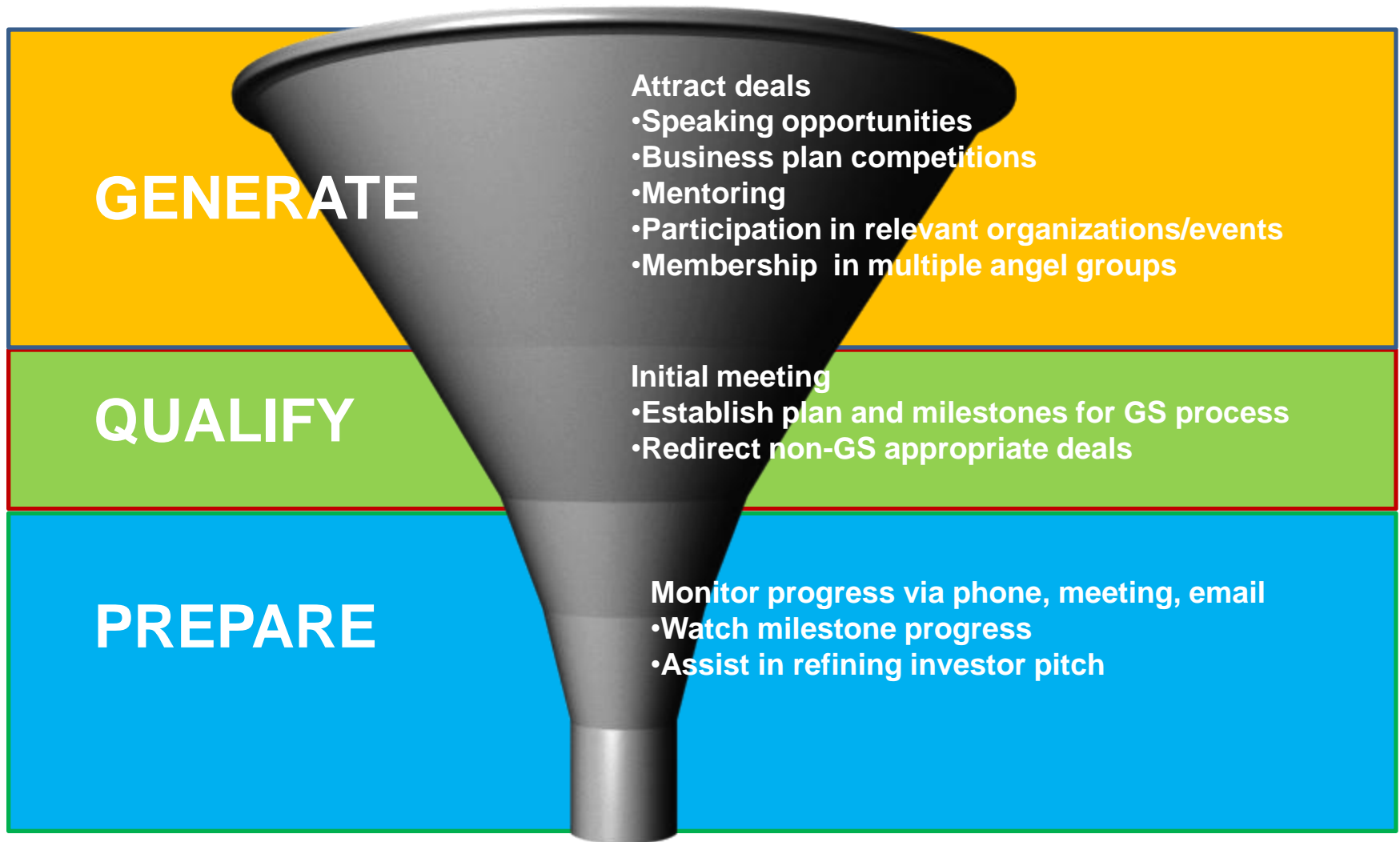


Golden Seeds

- 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



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