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Holding a Venture Capital Pitching Event

Starting an Angel Investor Network

Workforce Innovation in Regional Economic Development (WIRED)
Project 1.1 Economic Development Tool Kit
California Space Authority



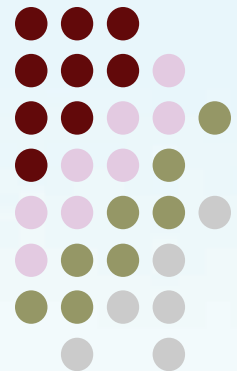
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Introduction:

Studies have shown that there is a high correlation between growth and innovation. Companies that exhibit high growth create the majority of new jobs. Therefore, it makes sense for economic development professionals to nurture innovation in their communities.

An Angel Network is a group of business leaders, usually organized by a lead organization that maintains a “database” of potential investors and connects them with entrepreneurs searching for financial backing...capital in the form of an investment or loan to start or grow a business. The concept of a typical Angel Network is three-fold:

1. Networking: Creates a “watering hole” for investors and entrepreneurs
2. Education: Supplies “tools” or education to help entrepreneurs raise investment capital for their business.
3. Pitching Forum: Creates an environment where entrepreneurs are able to pitch or explain their business or potential business to investors, typically in a public forum. This also provides a place to find potential non-investor partners, and companies potentially interested in strategic partnerships.

The creation of an Angel Network requires much forethought and should not be taken lightly. Investor anonymity, SEC laws, non-disclosure issues, as well as other factors should be taken seriously; proper care of confidential information is extremely important.

Establishing a network of investors and business entrepreneurs is not an easy task. A capital pitching event is one increasingly popular way to kick-start a community’s interest in building a sustainable Angel Network. These deal flow events allow companies who are searching for capital to present or “pitch” their business in front of a panel of investors. The investors in turn will ask questions to learn more about the company or presentation. At the end, one or more winners are typically declared and recognition is received by way of an award or even a small amount of start-up capital. These events can take on many forms and, by no means is the forthcoming case study the only way to hold such an event.

Purpose:

As a participant in the Workforce Innovation in Regional Economic Development (WIRED) Project 1.1 grant, the Economic Vitality Corporation planned and held a Venture Capital Pitching Event. Their scope of work included the creation of a step-by-step document explaining how to plan and hold such an event. By utilizing the experience gained from the 2nd Annual EVC Venture Capital Event held on March 18, 2008 in San Luis Obispo, this document describes how to organize and hold such an event. It contains guidelines and checklists from an actual event to assist with the organizational process.

Sustainability:

Issues around sustainability are complex, and many questions come to mind. Can we get quality companies to apply every year? Can we get investors to come back again? Are the participating companies finding value in the program? Are the investors receiving value? To sustain an Angel Network, all parties must find value in such an event as well as the entire program. A successful event is not defined by companies being funded immediately at, or from the event. Most often at such events, none of the participating companies receive on-the-spot funding, but relationships are formed there. The success of such an event is measured in many ways. The participating entrepreneurs must feel that the time and money invested was worth it to them. Entrepreneurs find value in the educational aspect of the event, and what happens before and after the event (such as support in moving forward in their search for financing, receiving valuable advice and business connections, and ultimately obtaining funding for their businesses). An investor measures success by being introduced to companies that have growth potential. In addition, an investor wants to be able to confirm that the local business climate is conducive to the growth of innovative companies.

Structure:

Reading through this entire document will help one understand what it takes to organize and hold a Capital Pitch Event in their community. This step-by-step document outlines one example of a way to do so, but it should be tailored to fit an organization's own style and goals. This document can also be used as a resource for picking and choosing components; worksheets; and checklists, as necessary.

This document has been structured chronologically to help the reader understand the steps needed to plan and hold a Capital Pitch Event. The main categories are outlined below:

1. Pre-planning
2. Planning
3. Holding Event
4. Follow-Up
5. Addendum containing sample documents, worksheets, and checklists.

Pre-planning:

As an undertaking, a Capital Pitch Event is an exciting prospect, but it takes an extraordinary amount of planning to make it successful. The pre-planning phase is built around four objectives:

1. Goal setting,
2. Agenda Building,
3. Estimating target number of attendees, and
4. Securing your site.

Each phase is described below. A pre-planning worksheet (Attachment 1) found in the Appendix should be referenced while reading through this section.

Goal Setting:

It is necessary to identify what you are trying to achieve. This is accomplished by analyzing your entrepreneurial base (i.e., technology, biotechnology, small diverse companies, etc). It is important that you have some knowledge of the business demographics of your community before starting this process. From such an evaluation, a decision can be made as to what type of Capital Pitch Event is best to hold. Next, determine the goals of sustainability if additional events or resources are intended for the future, financial viability, and resource allocation to achieve proper planning for the event. Identification of success and failure at this step is important as well.

The goal setting phase typically occurs over the course of several meetings, with time to investigate options, other similar events, and lining up the organizing team. This works best when one organization takes the lead role, but that should not discourage your vision if collaboration is part of the goal. The first preplanning meeting should occur at least four months prior to the planned event.

Agenda Building:

After the initial goals are defined, an agenda can be assembled. It is necessary to discuss target dates, length of program, keynote speaker, judges or panelists, master of ceremonies, and educational components of the program. Other event issues that should be discussed at this time are food and beverage, basic venue layout, allowance for networking time, awards, etc.

To support the goals of an Angel Network, the agenda of a Capital Pitch Event can be designed in three ways.

1. Pitch Event only,
2. Pitch and Showcase Companies,
3. Pitch, Showcase, and Education components.

For a first time event, it is recommended that the education component not be part of the event. The program becomes extended when education is part of the event, so we recommend starting small, and allowing future events to grow organically. Sample agenda options (Attachment 2) can be found in the Appendix.

Estimating target number of attendees:

The next step in preplanning is to estimate the number of attendees, for two reasons:

1. **Selection of venue:** In a relatively small community, there are a limited number of large venues. It is vital to secure the venue as soon as possible.
2. **Cost analysis:** Revenues are typically generated in part from sponsors, companies participating in the pitch and exhibiting events, and general public attendees. Knowing your target attendees will help you create an event budget plan.

To estimate the number of attendees, each target group should be identified and quantified.

1. **Investors:** This group would include, but not be limited to Angel Investors, Venture Capitalists, and people associated with investment funds. In addition, a number of “under the radar” investors should be invited to the function as well. Creating a list of investor prospects at this time will help organize your search and outreach. A typical target would be a dozen investors for a first time event.
2. **Sponsors:** The majority of your revenue will come from corporate sponsors. Depending on the level of support, the number of attendees from each sponsor is variable. Typically, one to three business people from each sponsoring company will attend the event; therefore, if you budget for attracting three sponsors, plan on six attendees from this group.
3. **Presenters:** After deciding on a basic agenda, the number of target presenting companies will be identified. Each presenting company typically likes to have one or two extra people at the event to help field questions that may arise from the investors. Therefore, if you plan on having five presenting companies, you should budget for fifteen attendees from this group.
4. **Showcase Companies:** The final number of showcase companies (if you choose to have company exhibits) is determined by the number of qualified businesses that apply. However, it has been our experience that a first time event could attract twenty qualified companies. Much like the presenting companies, they typically prefer to have more than one person for networking purposes, so an initial target of forty is reasonable from this group.
5. **Attendees:** This category includes those who are interested in attending and watching this type of event. They could be the general public, business managers, and/or public officials. Public officials should be invited to attend at no cost, whereas others should be expected to pay. This event will survive if it is

supported by other local economic development folks as well as city and county officials. If you decide not to charge an attendance fee for a first time event, attendee selection becomes even more important. You should expect a minimum of twenty attendees from this group.

6. Volunteers: An ample number of volunteers are needed to hold this type of event. A separate section in this report is dedicated to estimating volunteer needs. A logical estimate for a first time event would be twenty.

Securing your site:

After calculating your target number of attendees, a site will need to be secured. A first-time event could draw 100+ attendees, and a second event could double that. This report does not go into details of how to select a site, but here are a few key points to consider.

- Site availability
- Size of venue
- Parking capacity
- Food and beverage services available
- Set-up capabilities (tables, chairs, partitions, stage, etc.)
- Audio Visual equipment availability, power sources, setup, and operation
- Potential separate presentation and business showcase area
- Professional appearance of the venue

Planning:

After you have determined your goals, basic agenda, and secured the venue, the planning phase of your event kicks in. This phase is the most time consuming aspect of holding a Capital Pitch Event, but if planned correctly, the event itself will run like clockwork. A task check list (Attachment 3) should be utilized during this phase, which involves many issues; each is addressed below. Because of the considerable amount of work required to plan this type of event, timing for each issue is critical.

Advertising:

Creating and implementing an advertising campaign is one of the most time consuming and costly portions of the planning process. This is because there are various types of attendees who need to be properly targeted. This section will outline each type of attendee, suggest the best ways to reach various peer groups, timing involved in attracting them, and utilizing essential advertising ideas to help reduce overall costs.

There are many ways to advertise: print ads in newspapers and other periodicals, email solicitations, free community calendars, flyer distribution, direct contact, radio, public service announcements, etc. Here is a list of advertising suggestions to consider.

- Ensure there is a website that contains all the details of your program: Instructions for entrepreneurs wishing to submit entries, instructions for doing so, event details, sponsorship opportunities, etc. This site will require ongoing updates as new investors and sponsors become involved.
- Have a 'go-to' person who can field all questions about the event. A direct phone number and email address should be published on all advertising.
- Newspaper advertising can be expensive and should be evaluated carefully and used strategically. If you decide to use print advertising, select large text with very few words. You will need to run it frequently in order to get visibility. A newspaper story prior to the event is a good way to generate interest for attendees but advertising for participating businesses needs to begin about three months in advance. Maintain good working relationships with your local newspaper business writers to maximize publicity; create an excellent press release. A quote from a prominent person and/or past participant can be effective. For a first time event, it is necessary to generate excitement around it, in order to encourage participation. A sample press release (Attachment 4) can be found in the Appendix.
- Free Community Calendars should be available for advertising. It is also critical to participate in all opportunities for free advertising.
- Partner with all economic development organizations and chambers of commerce in your area. These groups have similar missions in growing new businesses, so cooperation should be high. Make it as easy for these organizations as possible by

supplying them with good email advertisements and flyers to send out to their members.

Because of the diversity of potential attendees at a Capital Pitch Event, it is necessary to focus advertising towards all levels of interest. Timing of specific advertising is vital to an effective campaign. Each class is outlined below:

- **Sponsors**: The key to financing a Capital Pitch Event is finding corporate sponsors. High expenses from advertising, venue, food, beverage, and paid external manpower are typically associated with this type of event. Finding sponsors to offset all of these costs will be necessary if you are hoping to create a sustainable event. In addition, grant money may be available to support this type of event. A sample advertisement for sponsors (Attachment 5) can be found in the Appendix. Begin the search for sponsors at least six (6) months before the event.
- **Investors**: This group includes venture capitalists, angel investors, and local qualified investors interested in investing money for start up endeavors, but they are often the most difficult to find. Utilize your network and ask these folks directly or have key people within the network ask on your behalf. Begin the search for investors six months before the event.
- **Entrepreneurs**: Overall, this is the easiest group to attract. By creating excitement about bringing the business community together with investors, they will be enticed to participate. Solicitation of business summaries for a chance to pitch or showcase their endeavors will bring those companies to the forefront. It is vital that you create a sense of urgency for the entrepreneur so they don't wait until the last minute to submit their summary. By including a tagline such as "Need Capital? Pitch your business!," many entrepreneurs will be interested in learning more about the event. Make sure you include wording such as "*first come, first served*" or "*limited space available*" to help create a sense of urgency. The best ways to advertise for this group are by direct email, word of mouth, and newspaper articles. Sending out a specific email announcement is the most cost effective way to advertise, and if you know of companies that might be a good fit for the event, you should contact them directly to solicit interest in the event. In addition, try to attend all chamber events, technology work groups, and any other venues where you are allowed to 'plug' your event for free or low cost. The more people who hear about the event, the more likely you will find quality companies to participate. Begin advertising for submittals at least three months prior to the event.
- **Business Leaders**: Many business leaders, managers, officers, etc. are engaged in growing the local economy. People interested in this type of event come from the fields of finance, business law, and accounting, including innovative company leaders and public officials within the local community. It is important to ensure a number of people from these groupings attend the event, and it can pay off to 'comp' their entry fees. These people should also receive a direct invite to the

event, either verbally or by email. Get their commitment early, then reconfirm their attendance as the event date approaches. Commence outreach no less than two-and-one half months before the event.

- General Attendees: This grouping encompasses everyone not included in the previous groups. Marketing to this group begins with the advertising created to identify and attract the other attendees. The entrepreneur advertising campaign also doubles as advertising for general attendees. Utilize free resources as often as possible such as local newspapers' upcoming business events sections. The final push for general attendees should begin at least one month ahead of the event.

Business Summary Submittal Process:

Entrepreneurs wishing to participate in this program will be required to apply to the event by submitting an application and executive summary. To prevent submissions of full business plans, as well as incomplete information, it is useful to provide strict guidelines for submittal. We recommend no more than three (3) pages be submitted, insuring they answer specific questions about their business model.

The most important consideration is to ensure there is a sufficient place for information pertaining to the entrepreneur such as a web site for the event. This includes submittal guidelines, the selection process, and important dates and deadlines. Details of the next steps for participants should be outlined as well. The deadline for business summary submittal should be approximately one month prior to the event. This should leave enough time for participants to be selected, and for them to assemble their presentations and receive presentation coaching.

Business Selection Process:

As summaries begin to arrive, locating an electronic version on a secure server is an easy way to distribute materials to the screening team. Summaries should be treated as confidential in nature and must be handled with care (although the organizers should make clear that they cannot guarantee confidentiality). The screening team should understand that the information they are receiving must not be printed out or moved to an unsecure location. Depending upon the quantity of summaries you receive, you may decide to wait for all the summaries to arrive before screening commences, or screen them as they arrive. For the screening team, it may be more convenient to read them all at once. The business selection process should be performed within a few days after the submittal deadline, giving companies adequate time to prepare presentations if selected.

Criteria for business summary screening should be agreed upon in advance of receiving summaries. Businesses should be companies which have potential growth opportunities and typically possess an innovative business model. This event is not a business fair, so be selective. Final selection of businesses is more an art than science. Use discretion in how finalists are selected. Suggested criteria for presenters and showcase companies are presented below.

Anticipate queries as to criteria in selection of candidates: structure the process with policies and procedures to minimize questions or accusations of unfairness.

Criteria for Presenter:

- Potentially fundable company
- Good scalability
- Potential Star for our community
- Believable business model
- Already has revenues or raised capital

Criteria for showcase:

- Not a “lifestyle” company, nor a “Mom and Pop” business
- Innovative (preferably on a national or global level)
- Believable business model
- Nifty and cool
- Potential to “become something”
- Interesting story

After the selection process is complete, you will need to contact all companies that submitted summaries. It is crucial that you are as diplomatic as possible when informing applicants who were not successful; it is not necessary to individually explain why a particular company was not selected. For those companies selected to present, an explanation of their next steps should be conveyed, letting them know that a presentation coaching session will be provided for their presentation. Companies not selected to present can potentially participate as a Showcase company. An explanation of this category is explained in a later section. Key issues that should be addressed in each email are shown below.

Congratulatory email:

- “Congratulations, you have been selected!”
- Next steps outlined precisely
- Amount of fee and where to send it
- Confirmation of receipt

Rejection email:

- “Thank you for your interest.”
- Tremendous response to the event
- Consider attending
- Mission statement of your company

Presenting Companies:

For companies selected to pitch at the event, the instructions for preparing their presentation should be clear. These instructions should be available on the event website,

and should be reiterated by the congratulatory email that is sent out. For a “Capital Pitch Event,” presentations typically last about ten minutes. This is not a hard and fast rule, but if allowed less time, the presenter may not have ample time to explain their business case. Any longer and the audience and judges may become bored. Guidelines for assembling a ten minute pitch presentation (Attachment 6) can be found in the Appendix.

Showcase Companies:

For a Capital Pitch Event, there is a finite number of slots available for company pitch presentations. Offering showcase tables is one way for more businesses to participate in the event. Unlike a business fair, companies showcasing at a Capital Pitch Event are innovative companies which have reasonable potential for growth. These companies will be able to set up a table to “showcase” their business and network with business leaders and investors. They will be identified during the Business Screening Process. A typical showcase company will receive benefits such as a “showcase table,” their one-page summary posted in the event book, and a couple of general admissions to the event.

The typical showcase table is the standard 4’ x 8’ table. Tablecloths (black) and table dividers are a nice touch, depending upon budget constraints. Many showcase companies will require 120-volt power sources and an internet connection: make sure electricity and wireless internet access is readily available. Also, confirm each showcase company knows what they are getting, and when their window for setup will be available.

One-page Summaries:

All participants in the event (presenters and showcase companies) are typically asked to put together a one-page summary of their business to be included in the Event Book. This summary should contain a brief description of their company and contact information. A template for this one-page summary (Attachment 7) can be found in the Appendix.

Judging Criteria:

The presentation judges know how to evaluate a company because that is their business. Although the judges are experts, it is convenient for them to have score sheets and specific criteria, making it is easier to tally presentation scores for every company. The score sheet should include criteria covering what the company does, the problem that it solves, the business model for how they will make money, how much start-up money they will need, and why their team is uniquely capable of implementation. These are the essential criteria for evaluating good and bad investments. A sample score sheet (Attachment 8) is available in the Appendix.

Presentation Coaching Process:

After selecting businesses that will pitch at your event, it is a good idea to hold a coaching session for each company. Coaching is not required, but highly recommended. The purpose is three-fold:

1. An organized coaching session ensures that the presenting company gets their presentation done ahead of time. It is likely they will continue to ‘tweak’ their presentations after the coaching session, but this will ensure they had (at least) a preliminary, complete presentation, ahead of time.
2. A coaching session is ‘value-added’ for the presenting companies. All companies that have received this type of coaching session in the past, found great value in the process.
3. Some teams need this, especially if they have never given a pitch presentation before. Companies with experience in giving presentations may need coaching on how to pitch in front of an investor. The quality of your event largely depends upon the quality of the presenting companies and the professionalism they exhibit.

There is no ‘right’ way for conducting the coaching session. It is suggested that the length of the session last no more than one hour. The first five minutes are reserved for set-up and introductions. The next ten minutes are allotted to the presenter (assuming the presenter is giving a ten minute Powerpoint presentation). The remainder of the time should be used for constructive criticism from the coaching team. Coaching sessions should be conducted no less than two weeks before the event, so that companies will have adequate time to adjust their presentations as necessary and remember the suggestions.

Coaching sessions are typically held one of two ways: in person or via the web. This document only describes how to set-up coaching sessions via the web, by far the most convenient way of performing coaching sessions for all involved. It is important that the organizer has experience using web conferencing tools and conference-calling capabilities. The organizer is responsible for ensuring presentations are ready to go, all call-in and web URLs are correct and distributed, and the coaches and presenters know the schedule.

By utilizing on-line web conferencing tools such as WebEx or GoToMeeting, the presenting company will upload and present their presentation via the internet, and all coaches will be able to follow along via their office computer. The presenting company as well as the organizing coach will have the ability to change slides. To handle verbal communication, conference call service can be used. There are various free services such as *freeconferencecall.com*. The call-in number and access code should be controlled by and distributed by one person organizing the coaching sessions. Although presenters will not be able to see hand gestures and other body language during the coaching, they will “see” it in the presenter’s voice. If coaching sessions are all held on one day, be advised that most coaches (typically volunteers) cannot spend too much time all at once, so the number of coaches in the pool should be adjusted accordingly.

Some presenters may require extra coaching sessions. In such cases, we suggest you arrange a second coaching session offline. Remember, your event will be judged by the professionalism of the companies presenting, therefore, it is in your best interest to help them as much as possible.

Finding Volunteers:

Many volunteers are necessary to put on a Capital Pitch Event. This section will outline each type of volunteer and the number of people required to staff each position leading up to the actual event itself. “Day-of” volunteers will be outlined in the section entitled “Holding the Event” in this document. Keep in mind that several of these jobs will be performed by the same person.

Selecting the best “volunteer” depends on the job that needs to be filled. This type of event requires many people with multiple skill sets to help out, so planning well in advance is an excellent way to ensure a smooth-running event. Look to fill the jobs leading up to the event with business people interested and experienced in operating and starting businesses.

- **Preplanning team:** It would be a good idea to have at least four people on this team. One or two (of the four) can be there for “review and idea bouncing” but the remainder will be quite busy with implementation. The support required from the volunteers of the preplanning team should be kept to a minimum and paid staffers would typically handle the bulk of the work load.
- **Judging Panel:** Judging panels typically consist of four judges, preferably investors. These folks will ask questions after the companies have finished their presentations. So, the judges should have an active knowledge of what a successful business looks like. Venture Capitalists and Angel Investors are ideal candidates for the judging panel. For each panel, it is useful to have at least one back-up person in the event of a “no-show” due to illness, etc.
- **Business Plan Screeners:** A flood of business plans or summaries come in for this type of event, typically just prior to deadline. A minimum of four screeners are necessary (preferably five, to break a tie). These screeners should not be selected as judges, in order to prevent bias towards any particular company.
- **Presentation Coaches:** If you elect to offer coaching sessions for the presenters, a group of coaches needs to be assembled. Typically, at least four coaches per presenting company should be available. These coaches should have experience in listening to presentations of this nature. The coaches selected could come from the Business Plan Screening Team, but they should not be one of the event judges. If you plan on holding all of the coaching sessions on one day, keep in mind that it is difficult to get all-day commitments from coaching volunteers; extra coaches may be needed to fill in the gaps.
- **Investors in the audience:** This may be the most important group of people to attract. For the entrepreneurs to feel they are getting value from participating in the event, it is necessary to have a number of legitimate investors in the audience in addition to the judging panel. Although professional investors want to be recognized, many do not want any recognition. It is important to have many investors at the event because their value as a business resource is extremely

important to the entrepreneur. We target at minimum, ten extra investors, not including the judging panel and keynote speakers.

Financial Analysis:

A Capital Pitch Event consumes a significant level of resources, not only in dollars but in man hours. To recover the cost of the venue, food and beverage, lodging expenses for out of town investors, printing and advertising costs, and outside man hours, it will be necessary to raise money in the form of event sponsorships, event presenter fees, and event attendee fees. This section will outline typical revenues and costs associated with the production of a Capital Pitch Event. Depending upon the goals identified previously, the event may or may not generate income. If fortunate enough to secure a few sponsors, it is possible for the event to show a small profit. A financial worksheet (Attachment 9) can be found in the Appendix.

Revenues: There are four revenue streams for this type of event: sponsors, presenting companies, showcase companies, and general admission. Below is a discussion of each stream and what types of revenues we can expect to see. Utilize the revenue check sheet (Attachment 10) found in the Appendix.

- **Event Sponsors:** Event sponsors are the best source of revenues. Law firms and CPA firms are often good prospects. In addition, approaching venue suppliers works well. It is important that every sponsor finds value in the amount of advertising it receives because of your event. Every press release, advertising email, and print ad should contain a list of sponsors and their logos. Hanging sponsor banners and running an electronic rotating advertisement of sponsors on the presentation screen during the event is a value-added benefit to the sponsors.
- **Presenting Companies:** Most Capital Pitch Events charge a presentation fee. Typical fees can range from \$100 to \$2,500 depending on the event. The amount charged depends on several factors such as the quality and quantity of investors at your event, the amount you will charge for admission, and the extra benefits received by the presenting companies. For instance, a presenting company paid \$300 to receive a chance to present in front of the judging panel, one coaching session, a showcase table, and three total admissions to the event. Sometimes a company will not understand what the presentation fee is for, so an explanation of relevant benefits is important. A company that does not understand the value they are receiving (after a detailed explanation) probably is not a good candidate for participation in your event.
- **Showcase Companies:** Growth companies that did not make the presenting company list are good candidates for a showcase: they will receive exposure, and will be able to network with business leaders and investors, which could be of great help as they build their companies. A showcase company will likely pay for this opportunity. In general, set a showcase company charge somewhere between the cost of presenting and the cost of admission. For example, a showcase

company could be charged \$150 if the presenting company fee was \$300 and general admission was set at \$55. The showcase company would receive a table to set up and two general admission spots.

- General Admission Attendees: How much to charge for general admission is subject to debate. The amount has just as much to do with the quality of the event as the length of the event. A sit-down meal is one way of creating more value for the attendees. For a “first time” event it is reasonable to not charge any admission fee (but making it “invitation only”) or to levy a nominal fee of \$50 to \$75. It should be noted that some smaller communities have charged \$100+ and found their attendance to decline for their second time event.

Costs: The costs associated with this type of event can be high, due mainly to the venue, food and beverage, outside manpower, and advertising costs (below, an outline can be found, listing the typical costs associated with a Capital Pitch Event.

- Advertising costs: There are various forms of advertising, free and paid. Assuming you deem it necessary to pay for some print advertising, make sure you budget for that. Print advertising can be quite expensive so be careful where you decide to advertise, and how frequently. Also keep in mind that due to the nature of this type of event, the advertising will change over time. Make sure you budget for a graphics person if you don’t have someone on staff.
- Venue: The size of the Capital Pitch Event will dictate the size of venue required. A separate showcase area is desirable, but not vital. The price of the venue can be quite high, depending on the amenities provided (e.g., AV equipment, setup staff, tables, chairs, table coverings, etc). Also recognize that if you choose to offer a showcase area, you will need to consider space and setup costs associated with it. Therefore, consider potential sponsorships for that venue if possible.
- Food and Beverage: Depending upon how lavish you want this to be, this could be the most expensive part of the program. A sit-down meal can be quite expensive, and high-quality hors d’oeuvres can be just as expensive. Set a budget, and depending on the time of day the event will occur, decide who will perform this service for your event. Selection of the proper food is critical, since this event has to be both professional and memorable. A no-host bar is quite common with this type of event. To reduce food and beverage costs, solicit potential sponsorships with the caterers.
- Audio Visual Costs: Many venues supply AV equipment as part of the venue rental package. If not, you will need to supply your own equipment or budget for equipment rental, operation, and setup. This will include a screen, projector, and sound system.
- Photographer/videographer: Promoting and memorializing the event is important. Budget money for a professional photographer and/or videographer if you don’t

have someone on staff to perform these functions. Sometimes, certain photographers/videographers will do this type of work simply for sponsorship recognition.

- Outside paid manpower: If you do not have someone on staff who can dedicate the extensive time needed for planning and organization of this type of event, you should consider hiring someone to act as the event coordinator. This person should have experience in planning and organizing Capital Pitch Events. Because of the necessary expertise required of this person, it could be quite expensive. Typical charges can range between \$5,000 to \$15,000 per event.

Attendee Master List:

List management is one of the most critical components of the event. The list should discern among different classes of attendees (e.g., investor, judge, keynote, panelist, sponsor, presenter, showcase, volunteer, attendee, etc.). If admittance is charged, paid and unpaid attendees need to be flagged. Also, people with specific jobs need to be greeted by the corresponding liaison(s).

This list will also help manage attendance numbers. If you feel you are “light” in any particular category leading up to the event, final advertising can be focused to attract the right type of person. The list will include all attendees and will be used to pre-print badges. Some investors like to remain “under the radar,” so the list must be managed with care.

Room set-up:

The decision for room setup depends on whether you are offering a sit down meal or hors d'oeuvres. A sit-down meal tends to inhibit maximal networking. With a sit down meal, round tables typically work best. It is recommended that row seating for the presentation area be provided if hors d'oeuvres are selected as the food of choice. A separate showcase area is recommended, but not absolutely necessary. Keep in mind that some people attending may choose to browse the company showcases versus listening to presentations and thus creating the necessity for separate areas. Setup of the presentation stage is also critical. The presenter should have a podium with microphone, the projector screen needs to be easily seen by all, and the judging panel should be seated at a table and visible as well. A layout of the overall venue allows you to visually ensure the proper set-up has been considered. This venue map should be supplied to all personnel responsible for setup (e.g., venue and catering staff, audio visual company, partition staff, intake group, etc.), and one copy of the map should be posted at the venue during the setup process. Included on this map are the following setup items:

- Table and chairs
- Food and beverage
- Intake tables
- Stage and audio visual

- Showcase area with partitions
- Walls and power outlet locations

A sample venue map (Attachment 11) is included in the Appendix.

Audio Visual Equipment:

Do not overlook having the proper audio visual equipment available. At the event, presentations requiring Powerpoint are typical. Therefore, a lap top PC should be supplied by you. The venue you rent may supply all the other equipment so it is prudent to check to ensure they do, otherwise you will need to procure this equipment on your own.

At minimum, you will need the following audio visual equipment.

1. Large projection screen: The size is dependent on the number of attendees and distance from the screen.
2. Laptop (Microsoft OS based) with Powerpoint loaded: Make sure you have a more recent version of Powerpoint in case of compatibility issues. It is recommended to preload and pretest all presentations, prior to the event. Testing the compatibility of the laptop with the projector is a good idea as well.
3. Back up laptop: In case the first laptop has troubles. Configuration should be the same as above.
4. Projector: This should be compatible with the laptop you are supplying. Typically, this projector is matched with the screen.
5. Wireless mouse: This is extremely convenient for all. Presenters like to have control over the slides, so a good wireless mouse is worth its weight in gold. The “computer operator” should be standing by as the back-up slide changer in case of malfunction.
6. Microphones, soundboard, and speakers: At minimum, one microphone is needed for the speaker, and a wireless unit is required for audience participation. The judging panel should have at least one microphone per two people, for convenience. A sound board operator is necessary to help with microphone operation, equipment, and volume/feedback control.

Event Book:

The purpose of a Capital Pitch Event is to help connect companies with potential investors. By creating an event book, the investor has the ability to leave with contact information from each company participating in your program. This “takeaway” creates value for all participants as well as the sponsors of the event. The event book may include the following information:

- Single page business summaries of all participating companies, including contact information.
- Sponsor advertisements with contact information.
- Single paragraph biographies, contact information, and head shot of all participating investors, judges, discussion panelists, and keynote speakers.

- Program Agenda.

To assemble the event book, a binder or folder may be used, depending upon the allotted budget. This event book should look as professional as the budget will allow. Time should be allocated to print and assemble the event book as necessary. Typically, the book should be complete a few days before the actual event, since numerous last-minute changes can occur. Plan to print and assemble this book as close to the kickoff of the actual event as possible.

Master of Ceremonies Script:

To ensure things run smoothly, creating a Master of Ceremonies Script is a good idea. This “script” is essentially an agenda that has additional information, such as when to introduce special guests, thank the sponsors, and read short bios of each speaker. Printing this in larger font ahead of time will help the MC keep the program running smoothly without overlooking anything important along the way. Distribute a copy of this script to the MC in advance so they will be familiar with its contents.

Gifts for judges and keynote speakers:

Typically, the judges and keynote speakers are volunteers. Although you might pay for their room and travel arrangements, these investors take a lot of time out of their day to participate in programs of this nature. It is important to acknowledge their work by giving them a small gift, such as a local gift basket. This is not necessary, but it is typically a well-received gesture. Ensure gift baskets are procured in advance of your program, and are available to be given to the participating judges, panelists, master of ceremony, and speakers at the conclusion of the event. It may be a good idea to have a few extra gifts on hand in case of oversight.

Awards:

The presentations at these events are typically “competitions”. The best presenter(s) should be singled out and recognized. Trophies, plaques, or free consultations are the typical awards, but sometimes a small amount of capital is awarded to the winning company. Recognition, and securing new business connections are typically enough reason for companies to participate; however, attaching an award to that recognition goes a long way. The design of the award depends on personal preference.

Holding the Event:

If all the planning has gone well, holding the event should not be a problem. By managing the key aspects and having the workers in place to cover their responsibilities, the implementation of the Capital Pitch Event should be uneventful. This section outlines the key aspects and necessary working assignments. Utilize the sample planning check sheet (Attachment 12) to ensure all details have been addressed.

Set-up:

Prior to the start of your event, the venue needs to be set up. To ensure this goes as planned, discussions and planning beforehand should be conducted on the timing and layout of the venue. To coordinate this, a venue map is the best way to ensure all details are taken into consideration. This map should include items such as chair and table layout, stage layout, showcase table layout with company assignments, wall and dividers, audio visual equipment layout, food tables and bar location, and intake table locations, and restrooms. A finalized map should be distributed to all key personnel, and a copy of that map should be posted at the venue prior to setup.

Typically, the venue provides their staff to setup the venue. One representative from your organization should be at the venue to ensure everything is setup as planned. This person should be able to make decisions “on the fly” in case unexpected changes are necessary. Depending upon timing, this person may (or may not) be the showcase company setup liaison.

Showcase companies should be instructed to arrive at the venue a few hours before event kickoff, so that their setup will be complete before attendees begin to arrive. If your event is a morning occasion, the showcase companies may need to setup their tables the previous evening. The timeframe for setup should be established and communicated to the showcase companies well in advance, and the showcase company setup liaison should be available during that setup period to answer questions and assist as necessary. It is recommended to have the following items available during setup.

- Electrical tape
- Duct tape
- Clear tape
- Bailing wire
- White paper
- Large markers
- Pliers, diagonal cutters
- Regular and Phillips screwdrivers
- Extension cords
- Surge protectors

Intake operation:

The intake operation is straightforward. Each attendee will receive a badge and event packet upon arrival. By utilizing the Master List, each type of attendee can be directed as necessary. The Master List should include all attendees, whether they still need to pay, their title, and their event category such as volunteer, investor, judge, entrepreneur, etc. Each attendee should be greeted warmly and briefed on the layout and basic agenda.

As key people arrive at the event, they should be greeted and given final instructions. Judges should be briefed on when and where they will be needed, and the keynote speaker should be briefed on the agenda as well. On the day of the event, as volunteers begin to arrive, they should be briefed on their responsibilities. Written instructions for each person are not necessary. However, it is suggested to give the judges separate copies of the presenting business' summaries, along with score sheets and a pen, for use during the judging session. The Master of Ceremonies should be briefed on any last minute changes. It is also a good idea to bring a few extra copies of the MC script, in case the MC forgets to bring the previously supplied copy.

Day of Event - Support Personnel:

Holding the actual event requires manpower. Along with your staff, many of the jobs will be filled by volunteers, sponsorships, and paid positions. The nature of a Capital Pitch Event is intriguing enough to the business community that it is quite easy to obtain volunteers. In addition to the local business community, a good resource for the “day of” volunteers is those local college and university students interested in entrepreneurship. This section will outline the jobs required at the event, and estimate the numbers of people likely needed to staff these jobs.

- **Public Relations**: One person should be dedicated to handling the press in case they come to report on the event. This person should understand the nuances of performing interviews such as noise levels, light levels, and best locations inside the venue to conduct the interviews. It should be agreed upon, ahead of time, who would be the best interview candidates.
- **Entrepreneur/Business Showcase Liaison**: During the event, one person should be identified as the “go-to” person to help the entrepreneurs in case they need anything (e.g., power outage, spillage, general questions, etc.). This person should have solid knowledge of the venue and know the venue “go-to” person.
- **Investor Liaison**: Two people should be at the event to meet and greet all the investors, judges, keynote speakers, etc. Each investor with a specific job should be briefed on their responsibilities, schedule, as well as the layout of the venue and agenda, focusing on when presentations and networking time will occur.
- **Presenter Liaison**: One person should be dedicated to support the “presenting companies”. This person would be responsible for answering questions from the presenters, as well as making sure the presenters know when they need to present.

This person would keep things running smoothly by staging the “on-deck” presenters. Getting behind schedule is always an issue at this type of event, so this person should have an active knowledge of the entire agenda and should have an organized and forceful personality.

- Intake: Badge and packet handout, and list management requires a minimum of four people, preferably six. One person should take the lead for all intake decisions to avoid potential confusion.
- Parking: If the venue does not offer parking control, assign two people in the parking lot to direct traffic and maintain fire lanes as required.
- Set-up: Entrepreneurs are required to complete the set-up of their displays before the event begins. Two people should be available to help meet the needs of the companies setting up. This may include securing required electrical connections, re-layout of tables and chairs, banner hanging, etc. It is a good idea to have duct tape on hand, bailing wire with wire cutters, and extra extension cords/utility strips (just in case).
- Timer: One person should be a dedicated presentation timer. This person is required to keep time, and let the presenters know when their time is up. The manual methods of a wrist watch and signs or electronic timers work well. Having a forceful personality is also a great help to keep things running smoothly.
- Computer Operator: One person should be dedicated to loading presentations on the computer and have proven ability to operate the computer, in case the remote mouse does not work. Active knowledge of Powerpoint is a must for this job.
- AV Operator: If the venue or the Audio Visual equipment company does not supply an operator, someone must be assigned to operate the system. This includes helping people operate microphones, adjusting sound levels, etc.
- Photographer/Videographer: Publicity is very important for this type of event. Still pictures and video of presentations/keynotes may be used as promotional materials for future events. At least one person (preferably two) should be dedicated only to capturing photos and video.

Follow-up:

To maintain the momentum for your Angel Network, continual contact is vital. Stay in contact with all participants, including investors, judges, and participating entrepreneurs. Keep them updated on all new pitch, education, and entrepreneurial events that would be of interest. By asking each participant to complete a short survey, you can assess the value received from your program. An Angel Network is only sustainable because the participants find value in the network, so follow-up is crucial.

Post-Event Survey:

Distributing an online survey immediately after the event (within days of the event) is the easiest way to get feedback. As always, it is important to explain the importance of their participation in the survey. As long as the survey is concise, participation is typically quite high. Understanding what was effective and ineffective will help shape the next event and is key to the sustainability to your Angel Network in the long term. Questions should be tailored for each type of participant (e.g., investor, entrepreneur, etc.). Suggested questions include:

For Investors:

- Rate the overall event, keynote speech, pitches, showcase area, venue, etc.
- Was the event worthwhile?
- Were “quality” companies selected to participate?
- Would you participate again? Would you recommend to others?
- Will you be contacting any of the companies from the event for possible funding?
- What can we do to improve the event?

For participating entrepreneurs:

- How did you hear about the event?
- In which periodicals did you read about the event?
- Rate the overall event, keynote speech, pitches, showcase area, venue, etc.
- Was presenting /showcasing at the event worthwhile?
- Did the coaching session help improve your presentation?
- Would you participate next year, assuming you are still searching for capital?
- Would you recommend the event to others?
- What suggestions would you offer, in order to improve the event?

Six Month Follow-up Survey:

To get a sense of the effectiveness of your event, implementing a six month follow-up survey is a good idea. This survey can also help you understand how the participating companies have progressed in their fundraising campaigns, and also gives you a chance to plug other upcoming events, and inquire about the need for future training and events. Suggested questions for participants include:

- Did you present or showcase at the event?
- Have you received funding because of your participation?
- Are you still searching for capital?
- How much capital are you currently searching for?
- Did you develop new business contacts because of your participation?
- Would you be interested in participating in other entrepreneurial events?
- Do you have any other comments or suggestions?
- Company name (make this a mandatory field).

Summary:

Establishing an Angel Network is not an easy task, but a worthwhile resource for your business community. It is the fuel to start and expand some businesses. By utilizing a Capital Pitch Event as a focal point, a smaller community can kick start their Angel Network. This document described how to organize and hold a successful Capital Pitch Event. A step-by-step process of one particular event has been outlined, but the document itself should be used as a resource on how to assemble your own Capital Pitch Event. Several checklists and worksheets are supplied in the Addendum for the readers' convenience. The reader is encouraged to modify these examples to customize his/her own program. Sustainability of an Angel Network should be the focus, with the ultimate goal of helping companies grow in your local community....a successful Capital Pitch Event is only the start of creating a sustainable Angel Network. It also requires dedication and resources to keep the momentum going after the first Capital Pitch event.

Addendum:

Only sample documents are contained in this addendum. Modification of these example documents is encouraged for you to customize them to your own program.

- Attachment 1: Preplanning Worksheet
- Attachment 2: Agenda Options
- Attachment 3: Task Checklist
- Attachment 4: Press Release
- Attachment 5: Advertisement to Sponsors
- Attachment 6: Guidelines for a Ten-minute Pitch Presentation
- Attachment 7: Template for a One-page Summary
- Attachment 8: Judge Score Sheet
- Attachment 9: Financial Worksheet
- Attachment 10: Revenue Spreadsheet
- Attachment 11: Venue Map
- Attachment 12: Planning Check Sheet

SAMPLE ONLY

Preplanning Worksheet

| Items | Yes | No | Answer |
|---|-----|----|--------|
| Goal Setting What are your goals? Breakeven or make money? One time event or sustainable? Do you want to have education as part of your event? What is the make-up of your entrepreneurial base? Lots of tech lots of biotech small diverse companies Do you want to focus on an industry or leave open? Do you have a pool of investors to chose from? List as many as you can think of Have you reviewed previous events? Your own sponsored events? Other "like" events? Planning committee Leading Organization Organizers | | | |
| Agenda Building Target Date Day of week Target week Length of program? Event time of day (evening, afternoon, morning, all day) Key note speaker Who Amount of time Master of Ceremonies? Educational Element Who do you want to educate? Presentors Attendees Investors What type of educational events? Speaker, panel, audience questions v preplanned? How many educational talks? How long for each talk? Educational ideas? Do you want education to be part of the event or held earlier? Food Lunch or dinner Appetizers No host bar Table Layout Tables vs. row seating Networking Time (how long, how many) Awards What will the award be? Event name? Charge or no charge? Invite only? To present? To exhibit To attend | | | |
| Estimate target number of attendees Workers Investors Sponsors Entrepreneurs Presentors Exhibitors How many people anticipated? | Qty | | |
| List of Venues Utilize previous venue? Location of educational event (if separate) | | | |

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Agenda Options

| Option 1 | | Option 2 | |
|----------|---|----------|--|
| Minutes | Deal Flow and Networking Evening Event Event only | Minutes | Deal Flow, Networking, Education Morning, Afternoon, or Evening Event Event only |
| 30 | Registration/Networking | 30 | Registration/Networking |
| 5 | Welcome and Introductions | 15 | Welcome and Introductions |
| 10 | SLO Fast Pitch Introduction | 30 | Educational Talk |
| 60 | Presentations - 4 companies | 45 | Panel Discussion |
| 45 | Networking | 15 | Break |
| | | 75 | Fast Pitches (5 companies) |
| | | 60 | Networking |
| 2.5 | Total Event Duration (in hours) | 4.5 | Total Event Duration (in hours) |

* All options include "coaching" for Fast Pitchers

| Option 3 | | Option 4 | |
|----------|--|----------|---|
| Minutes | Deal Flow, Networking, Education Evening Event Event + pre-event workshops | Minutes | Deal Flow, Networking, Education Evening Event |
| 30 | Registration/Networking | 30 | Registration/Networking |
| 15 | Welcome and Introductions | 10 | Welcome and Introductions |
| 15 | Keynote Speaker | 20 | Keynote Speaker |
| 30 | Panel Discussion | 60 | Fast Pitches (4 companies) |
| 10 | Break | 10 | Break |
| 70 | Fast Pitches (5 companies) | 20 | Panel Discussion |
| 40 | Networking | 60 | Fast Pitches (4 companies) |
| | | 40 | Networking |
| 3.5 | Total Event Duration (in hours) | 4.2 | Total Event Duration (in hours) |
| | Educational workshops preceeding this program | | |
| | Education for Angels (no charge?) | | |
| | Education for Entrepreneurs | | |
| | One to two hour event with refreshments | | |
| | At EVC | | |
| | One month before event | | |
| | What time of day? Not decided | | |

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| Task Checklist | Event Date: March 18, 2008 | |
|--|-----------------------------------|-------------------|
| | Days out | Date |
| Preplanning Questionnaire | 150 | October 20, 2007 |
| Prepare Cost Analysis | 150 | October 20, 2007 |
| Create Preliminary Agenda | 150 | October 20, 2007 |
| Secure Host Site How many attendees? What to serve? | 120 | November 19, 2007 |
| Create Advertising Campaign How to get the word out to businesses Set Deadline | 120 | November 19, 2007 |
| Select Format Panel forum vs. Speakers Select Topics to cover Identify Speakers Invite Speakers Get Hotel Reservations for Speakers | 120 | November 19, 2007 |
| Selection Committee Who & How Many on Panel Set Criteria Set Date for review of applications | 100 | December 9, 2007 |
| Education Series What to cover What to charge Where and When Materials Needed | 100 | December 9, 2007 |
| Contact Angels Solicit participation for keynote, judges | 100 | December 9, 2007 |
| Advertising Design for businesses and for Angels Work with Trib Work with Chambers | 100 | December 9, 2007 |
| Set event night agenda Timelimits, Q&A How Much, Networking how long, Speakers/Panel how long? Room layout | 90 | December 19, 2007 |
| Summary Screening Team Set date(s) Assemble screening team | 70 | January 8, 2008 |
| Coaching sessions Set date(s) Assemble coaching team | 60 | January 18, 2008 |
| Followup Design follow up for both businesses and Angels | 30 | February 17, 2008 |

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- NEWS RELEASE

FOR IMMEDIATE RELEASE

Release # EVC012908

Economic Vitality Corporation

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January 29, 2008

Subject: **2nd Annual EVC Venture Capital Event**
Tuesday March 18, 2008 5:30 - 9:30pm
Madonna Inn Expo Center, San Luis Obispo

SAN LUIS OBISPO, Calif. --- The **Economic Vitality Corporation** of San Luis Obispo County (EVC) in partnership with **Golden Capital Network Venture Communities** is planning its second annual venture capital event on Tuesday, March 18 from 5:30 – 9:30 PM at the Madonna Inn Expo Center in San Luis Obispo. It is the only event its kind in San Luis Obispo County and northern Santa Barbara County and will have entrepreneurs from Santa Maria to Paso Robles. Following the success of the EVC's 2007 event, it will bring together entrepreneurs, angel investors, and venture capitalists for an evening of emerging companies, two panels of venture capitalists, and networking. Any emerging companies seeking capital will be showcased and a few will participate in a fast pitch competition where eight local entrepreneurs will have an opportunity to pitch their business to a panel of investors with audience participation. The event will feature tables for company displays, and networking between investors and entrepreneurs. Heavy appetizers will be served.

The event will feature keynote speaker, **Bill Reichert**, Managing Director of **Garage Technology Ventures** of Palo Alto. Bill has over 20 years of experience as an entrepreneur and a chief operating executive. Since joining Garage in 1998, Bill has focused on early-stage information technology and materials science companies. He is on several Boards of companies that Garage has helped fund. Garage Technology Ventures is a seed-stage and early-stage venture capital fund that invests in entrepreneurial teams with big ideas.



Bill Reichert

Several well-known venture capitalists will be judges for the evening, in addition to Bill Reichert. They include **Ed Messman**, Managing Director of Hercules Technology Growth Capital, **Jeff Armody**, Managing Director of Agility Capital, and **Frank Foster**, Managing Director of DFC Frontier Fund. The event provides a rare opportunity for entrepreneurs seeking capital to network with investors from the west. "The Central Coast could benefit from more venture capitalists and angel investors, and this event enables connections to help local entrepreneurs and companies find the capital they need", says Michael Manchak, President and CEO of the Economic Vitality Corporation. He continued, "Last year's event was a large success and it enabled many connections for local companies. Winners from last year's fast pitch competition included Mindbody Online and Shopatron – two local success stories. The event is an extension of the EVC's Venture Capital Network which we are growing to help the business community access capital." The event is co-sponsored by the **California Space Authority** through a WIRED grant, **Bank of America**, **Madonna Inn**, **Santa Maria Valley Economic Development Commission**, **Barbichongcrier Hooper & King**, and **Sinsheimer Juhnke Lebens & McIvor, LLP**. To learn more go to www.sloevc.org/events or call (805) 788-2013 for sponsorship opportunities or call Pat Mayeda at (805) 235-6833 for participating and event details.

EVC is a local non-profit economic development organization that provides business resources to help start and expand businesses throughout the county.
www.sloevc.org

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EVC Venture Capital Event

Tuesday March 18, 2008 from 5:30pm to 9:30pm
Madonna Inn Expo Center in San Luis Obispo

The event will feature Keynote speaker
Bill Reichert of Garage Technology Ventures

Your organization can participate in this event by becoming a sponsor. Each sponsor will enjoy privileged access to our network of investors and entrepreneurs.

2nd Annual EVC Venture Capital Event Sponsors:



Sponsors of the 2008 EVC Venture Capital Event will receive the following benefits.

- Opportunities to participate in mandatory coaching sessions with companies, screening of business summaries, and back-up judges
- Participate as mentors to presenting companies
- Logo recognition on all pre-event and post-event marketing materials, on-site signage, Conference web page, event binder, and A/V rotation throughout the event
- complimentary tickets to the event

Event Partners include:



For sponsorship opportunities, contact Mike Manchak at info@sloevc.org
or phone him at 805-788-2013.

For more information about the event, go to www.sloevc.org/events

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If you are Selected to Present

If you are invited to present at the techVC Roundup event, you will need to also create a slide presentation as outlined below:

10-minute (7-10 page) slide presentation that communicates the high level aspects of your business

One-sheet company summary to include in the event book

These materials all communicate essentially the same information, just in varying levels of detail.

Format Tips:

Format is important, but content is king, so recommendations about WHAT you include in your Executive Summary and your Slide Set are outlined in some detail below. If you follow these simple instructions, you will be much farther along on your way to clearly and concisely communicating your business opportunity.

GENERAL SLIDE PRESENTATION TIPS

- **Large Font Size** - Use 24 point or larger text for readability at the back of the room
- **Use Minimal Text** - You don't want the audience reading your slides, but rather listening to you. Keep the text short and speak to the concepts
- **One Slide Per Topic** - Use one slide for each topic in the executive summary. A couple of topics might require two, but be concise.
- **Minimize bells and whistles** - Keep the audience focused on what you are saying, not the fact you can use PowerPoint animation wizards. Animations are great, but make it work and make it count.
- **Use Clean Design and a Folio** - Slides should be clean and compelling (dark text, light background or vice versa) with some "folio" including company name and logo on each slide.
- **Make A Statement with Your Headings** - Headings on slides are more effective if they represent the conclusion you want the audience to draw from the slide, versus a generic statement about the slide subject
- **End with Contact Slide** - End your presentation with a contact information slide that stays on the screen while you address audience questions.

SLIDESHOW AND EXECUTIVE SUMMARY CONTENT COMPONENTS

Your presentation should cover these elements. They do not necessarily have to be in this order, but you should address all of them within the 10-minute timeframe.

HINT: Spend Less Time on the Tech, More Time on the Business

1. Company Overview

- Be sure to tell your audience what you do and what business you are in. This is a good place to hit highlights of your presentation, but very quickly (i.e. we have paying customers, we have met the milestones from our first round of capital, we have a management team with stellar credentials, etc. -- whatever is strongest)

2. Customer Pain / Problem Addressed / Market Need

- Discuss this specifically and succinctly. How painful is the problem? How strong is the need?

3. Product/ Solution / Technology

- How you address the problem/need. For the most part, your investor audience in this format will grant you that your technology does what you say it does (though always expect rigorous due-diligence). Often, graphics and/or diagrams are particularly useful here.

4. Market Size & Addressable Market Segment

- How large is the market, and what portion of that market is your addressable segment. Be as specific as possible and show the overall potential.

5. Customers

- If you have customers, who are they (logos are good). If you don't have them yet, who will they be and what do they say now (you had better be talking to them). Paying customers establish proof that someone is willing to pay for your product or solution.

6. Competition / Competitive Advantage

- Who are they, why are you different and better. How will you establish and maintain a sustainable competitive advantage. Often communicated in a scatter graph or features comparison grid.

7. Management

- Include names and brief credentials and achievements of important members of the team, board of directors and advisory board who add value to the enterprise because of what they have achieved.

8. Financial Projections

- What are the assumptions your "hockey stick" is based on. Bottoms-up revenue analysis is strongest.

9. Execution or Go-to-Market Strategy

- We've seen the hockey stick, now describe how you will do it.

10. Funding Stages & Milestones

- Milestones are significant value-creating events: product, revenue, customers. Include those you have achieved so far (so we know where you are in your business development) and those you project to achieve with each subsequent funding round (so we see how you get where you want to be). Funding rounds should be based on milestones achieved.

11. Capital Required, Uses of Capital and Exit Strategy

- How much you are looking for now, what you plan to use it for, and what are potential exits for investors. This is not a venue for discussion of terms. You can discuss amount of capital required to execute your plan, what you will use it for, and whether you will need additional capital in the future.

The items above are presented in one potentially logical order, but the order in which you communicate them will depend on your strong points.

SAMPLE ONLY

One Sheet Summary

Company Name:

Company Description:

Contact:

Company Details and Status:

Compelling Problem:

Funding: Seeking Capital, please ask.

Product Offering (or Science/Technology):

Use of Proceeds:

Marketplace:

Business Development Cycle:

Business/Revenue Model:

Revenue: (Estimated)

Differentiation:

Competitive Advantages:

Customer Traction:

Management Team:

SAMPLE ONLY



Presenting Company Evaluation

(PANELISTS: Please fill this form out using your best judgment for EVERY presenting company. This form is used to determine finalists for the Best Presenter competition and provided to companies for feedback and to determine investor interest in follow-up meetings)

PRESENTING COMPANY NAME: _____

YOUR FIRM NAME: _____

Please rate the presentation on a scale of 1 - 5 in the following categories:

| | (Poor) | | | (Excellent) | |
|--|--------|---|---|-------------|---|
| 1. Management Team | 1 | 2 | 3 | 4 | 5 |
| 2. Product/Technology | 1 | 2 | 3 | 4 | 5 |
| 3. Market Analysis/Positioning | 1 | 2 | 3 | 4 | 5 |
| 4. Customers/Acquisition Strategy | 1 | 2 | 3 | 4 | 5 |
| 5. Competition/Competitive Analysis | 1 | 2 | 3 | 4 | 5 |
| 6. Barriers to Entry | 1 | 2 | 3 | 4 | 5 |
| 7. Financial Projections | 1 | 2 | 3 | 4 | 5 |
| 8. Funding Plan/Milestones | 1 | 2 | 3 | 4 | 5 |
| 9. Value Proposition | 1 | 2 | 3 | 4 | 5 |
| 10. Overall Presentation Effectiveness | 1 | 2 | 3 | 4 | 5 |

Total Score (50 possible) _____

Would you seriously consider pursuing further discussions with this company?

Yes No

If yes, your contact information _____

Additional Comments:

SAMPLE ONLY

Costs of VC Event

| | Paid manpower | | | Your Manpower | | | |
|--|---------------|-----------|-------|---------------|-----------|-------|--|
| | Qty | Cost/item | Total | Qty | Cost/item | Total | |
| Event Organization Costs Agenda Building Procuring Sponsors Procuring Investors Procuring Entrepreneurs Procuring Venue, Food Education Event Screening of Ideas Meetings Planning Updates Pre-Event Post Event Total Event Organization Costs | | | | | | | |
| Education Event Costs Entrepreneur Education Event Venue Refreshments Handouts Manpower Angel Education Event Venue Refreshments Handouts Manpower Total Education Event costs | | | | | | | |
| Event Costs Speakers Per Diem one day + travel VCs and Angels Per Diem one day + travel Venue Food Event workers Front Door Greeter Setup/ Tear down Publicity Flyers (printing costs) Handouts Total Event Costs Total Comps | | | | | | | |
| Total Costs | | | | | | | |

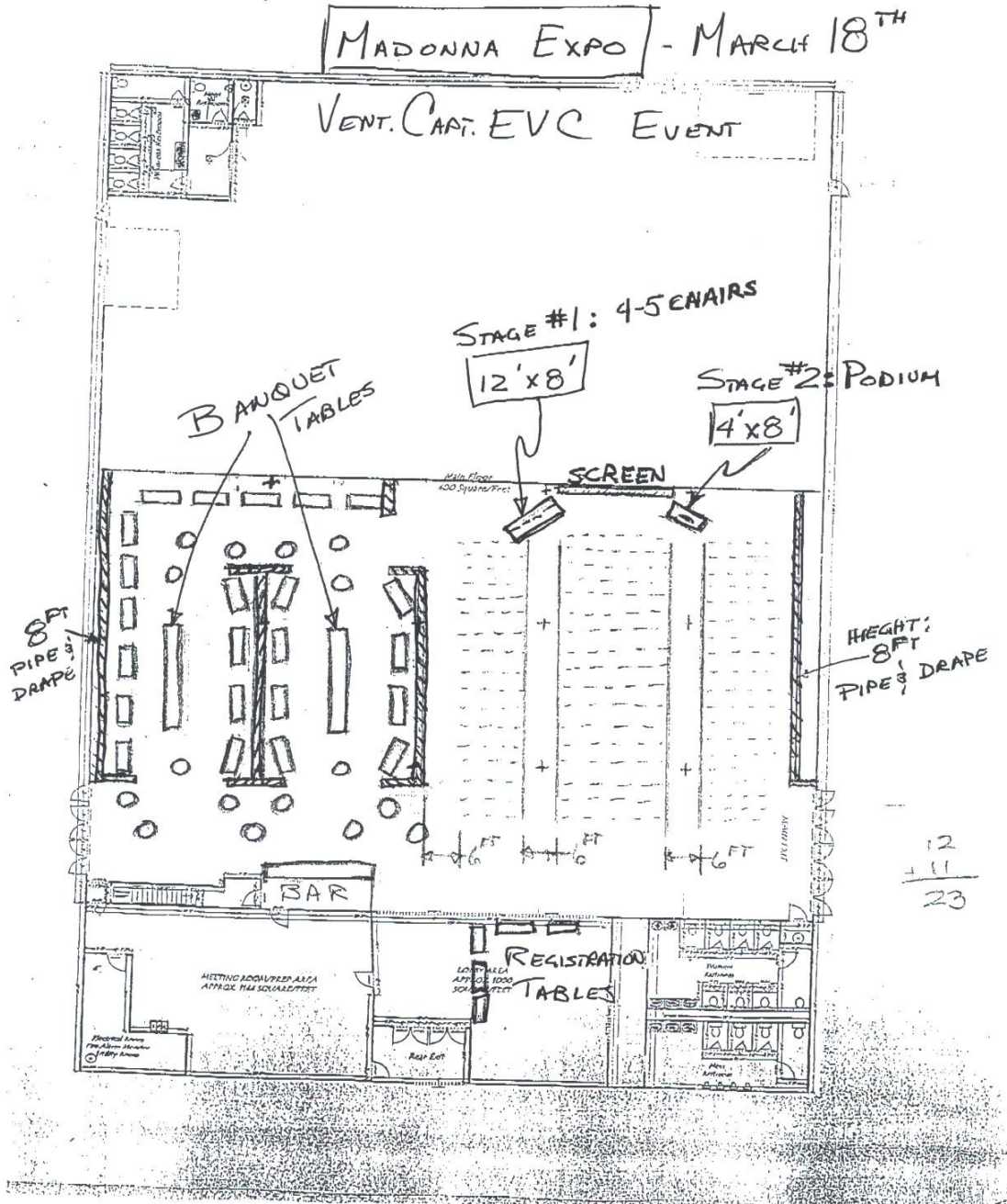
SAMPLE ONLY

Event Revenues

| Type of participant and services available | Qty | # per admission | Attendees | Price | Income |
|---|-----|-----------------|-----------|-------|--------|
| Entrepreneurs (individuals) Networking Panel Discussion Watch Fast Pitches | | | | | |
| Table Entrepreneurs (two people) Networking Panel Discussion Watch Fast Pitches Table Display Educational Event Two people | | | | | |
| Fast Pitchers (3 people) Networking Panel Discussion Watch Fast Pitches Table Display Educational Event: Entrepreneurs Coaching 3 people | | | | | |
| Investors (individuals) Networking Panel Discussion Watch Fast Pitches Educational Event: Angels | | | | | |
| Sponsors (5 people) Networking Panel Discussion Watch Fast Pitches Sponsor Advertising Pre Event, and at Event | | | | | |

Total Revenue

SAMPLE ONLY



SAMPLE ONLY

| Task List | | | |
|---|---|----------------------|---|
| Category | Assigned | Due Date | Status |
| Program/Agenda | | | |
| neil working on it | Finalize Agenda, give to Elise | Fri. Mar. 7 | Needed for Binder, XXXX is updating |
| neil working on it | Finalize Script for King Lee | Fri. Mar. 14 | |
| | Backup Keynote | Fri. Mar. 7 | XXXXX confirmed backup for keynote |
| | Backup MC | Fri. Mar. 7 | XXXXXX confirmed back up for MC |
| Biz Plan Summaries | | | |
| | Final Selections | Tue. Mar. 4 | Complete- 10am to 11:30am |
| | Send out results emails | Tue. Mar. 4 | Complete |
| | List of Attending Entrepreneurs sent to Elise | Tue. Mar. 4 | Now posted on google docs |
| only need 3 more | Updating List of Entrepreneur attendees | Daily | Find on Google Docs titled 'VC Attendees & Entrep. 03-06-08' |
| | Collect One-Page summaries for Binder | Thurs. Mar. 13 | Responsible for collecting, and keeping track |
| Outreach | | | |
| | Press Release - Draft | Fri Feb 29 | Done on Google Docs |
| | Discuss Final content | Mon. Mar. 4 | Need to decide final content, need quotes |
| | Finalize Press Release | Wed Mar. 5 | Send to Tribune |
| Master List | | | |
| | Set-up on Google Docs | Fri. Feb 29 | Complete |
| since bizbuzz ran on | Update Master List | Daily | This should be updated daily by 4pm |
| | Pre-registration @ \$55 ends March 17, then \$75 up to day of event | Fri. Mar. 7 | Need to change to \$75 on Mar. 17 |
| | Collect Names, Contact Info, and Payment as necessary | Ongoing | |
| all bios received | 1. Presenters/Showcase Tables | Thu. Mar. 13 | Need payment, one page summaries for Binder |
| | 2. Judges (All VCs) | Thu. Mar. 13 | Need bio/info/ad for their fund in b/w, and accommodations |
| | 3. Investors (local investors) | Ongoing | Could be considered "Invitee"...XXX needs to determine who is who |
| | 3. Attendees & Invitees (incl. comp by Mike) | Ongoing | Add to Master List |
| at 154 (Mar 17, | 4. Sponsors | Fri. Mar. 7 | Powerpoint done, ads are all in |
| | Report on Guests to Date | Mon. Mar. 10 | For headcount purposes (food, venue, binders); XXXXX wants it by |
| | List of Workers and Responsibilities | Ongoing | XXXX to supply initial list, Elise to track and report |
| Badges | | | |
| | Decide on color coding for badges | Tue. Mar. 4 | Green dot for investor, Red dot for presenter and showcasers |
| | Finalize what information is on badges | Tue. Mar. 4 | Name and Company Name |
| Do we need to order? | Ensure materials are in stock or ordered | Tue. Mar. 4 | Stick on badges |
| | Print Badges | Mon. Mar. 17 | |
| Venue | | | |
| | Initial Layout and Traffic Flow | Fri. Mar. 7 | Use XXXXX map, schematic obtained by XXXXXX |
| | Review of Layout and Traffic Flow | Fri. Mar. 7 | |
| need time for setup | Finalize Layout & Traffic Flow | Fri. Mar. 7 | Venue wants to know final chair count on March 13 |
| | Audio/Visual (microphones, screen, projector, laptop, | Thu. Mar. 6 | XXXXX approved AV contract, XXXX assessing stuff for backup |
| | Coordination with Madonna Inn Catering/Banquet | Mon. Mar. 3 | After food selection by EVC |
| at 27, need to assign | Madonna Inn Contract Signature required | Mon. Mar. 3 | Complete |
| | Volunteer numbers | Thu. Mar. 13 | Compare to master volunteer list |
| Catering | | | |
| | Menu selection (heavy appetizers, light on desserts) | Wed. Mar. 5 | With XXXXX help, need to make sure we will have enough |
| | Itemized Menu Count | Mon. Mar. 10 | enough food for 200 people |
| Binder DONE | | | |
| neil finalizing | Template made | Thu. Mar. 13 | Create Title page; June completed on Mar 7 |
| | Title Page | Thu. Mar. 13 | Finalized agenda by Mar. 7, XXXX to make it look good for binder |
| | Agenda Page | Thu. Mar. 13 | Names supplied by XXXXX (list as comment B56), layout by |
| Requires layout | Steering Committee Page | Thu. Mar. 13 | XXXXX will give list to XXXXX by Mar. 5, Elise to collect |
| | Entrepreneurs 1 page summaries | Thu. Mar. 13 | List already given to XXXXX |
| | Sponsor section (need one page ad, plus stuff for | Thu. Mar. 13 | All judges asked to submit, waiting to receive all submittals |
| | Judges section (bio info/ad for their fund in b/w) | Thu. Mar. 13 | To make sure we know what we are doing |
| | Create sample event book | Wed. Mar. 12 | Need to know quantity |
| | Purchase folders | Thu. Mar. 13 | Need to coordinate party |
| | Printing done at EVC | Thu. Mar. 13 | Need to coordinate manpower; start this process as early as |
| | Assemble folders at EVC | Fri. Mar. 14 | |
| Awards | | | |
| | Order Awards | Fri. Feb. 22 | Complete: One for last year's winner, one for each panel winner |
| | Design graphics for award - basic draft | Mon. Mar. 3 | EVC 2008 Central Coast Capital Network - Fast Pitch Winner |
| | Finalize graphics for award | Fri. Mar. 7 | Info sent to Dennis March 7. B's Trophies XXX-XXXX |
| | Gift Baskets | Fri. Mar. 14 | For Judges, Speaker, MC, others? |
| At Event | | | |
| | Handing out Badges, Checking off guests | | Need to decide responsibilities since DA is now out |
| | On-site Registration - make badge/collect \$ | | |
| | On-site contact for list/registration | | |
| | On-site Contact for venue (temp control, catering, etc) | | |
| | Bring laptop and spare laptop | | coordinate with XXXX |
| | Bring spare projector | | coordinate with XXXX |
| Signage | | | |
| Who will design and | Banners-sponsors | | XXXXX is collecting now |
| | Banners-EVC standard set | | EVC's standard set |
| | Standard EVC banner design? | Decision ASAP | Who will design and create? |
| | Construction Signs from Madonna Inn | Fri. Mar. 14 | Need 4 to post Event signs (where to go with Arrows) |
| | Make paper signs with Arrows of where to go, lot full, etc | Mon. Mar. 17 | XXXXX to bring staple gun/staples to attach signs to construction |
| | Create layout for signs | Mon. Mar. 17 | Add sign locations on layout map |
| List of Workers and Responsibilities | | | |
| | Who | | |
| | Photographer | | Need extra cameras, charged batteries, what to take |
| | Back up photographer | | I will bring an extra digital camera. |
| | Videographer | | XXXXXX has agreed to be filmed |
| | Back up Videographer | | None |
| | Media | | To address media as necessary |
| | Timer | | To time presentations, need paper signs, stop watch |
| | Computer operator | | Load powerpoints, run PC |
| | Set-up #1 | | Need to have venue set up by 2pm, hanging signs, check lights, AV |
| | Set-up #2 | | |
| | EVC table #1 | | For new gadgets, collecting money, list control |
| | EVC table #2 | | For new gadgets, collecting money, list control |
| | EVC table #3 | | For new gadgets, collecting money, list control |
| | Intake # 1 | | Confirmed |
| | Intake #2 | | |
| | Intake #3 | | |
| | Intake #4 | | |
| | Intake #5 | | |
| | Intake #6 | | |
| | Intake #7 | | |
| | Intake #8 | | |
| | Intake #9 (back up) | | Back up |
| | Intake (supervisor) | | |
| | Showcase set-up person #1 | | Need two people at venue at all times (set-up between 3pm and |
| | Showcase set-up person #2 | | move-in of showcase material, load/unload/ final parking for |
| | Parking lot person | | Need a person in parking lot to direct traffic at 5:15pm |
| | Investor/Sponsor Greeter | | |
| | Presenter/showcase Contact Person | | |
| | Judges Instructions | | |
| | Security Person? | | We need someone at the venue at all times after 2pm |
| | Tally results | | |
| | Announce winners and final announcements | | |
| | Shortstops | | |
| | Shortstops | | |
| | Shortstops | | |