

DOYENNE

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# INVESTOR ACCELERATOR PROGRAM: WORKSHOP #2

*Finding Investment Opportunities*

# PART I: STRATEGY, FOCUS, FIT

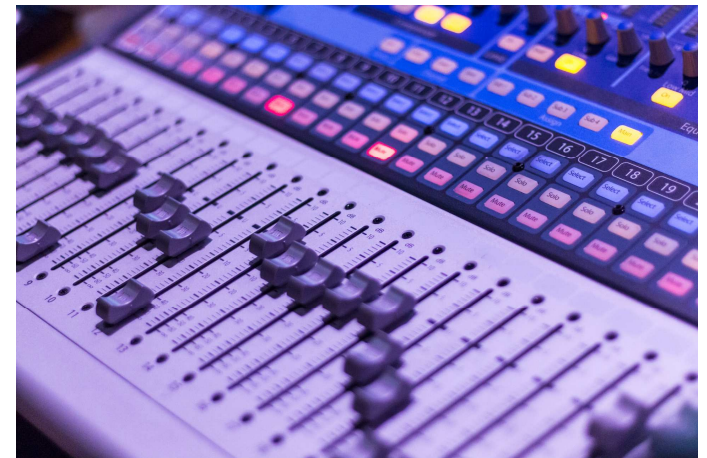


# EXAMPLES?

- *Social impact*
- *Industry-specific*
- *Investment-stage*
- *Geography*
- *Demographics*

## CLARITY AND SCOPE

- *Create your own definitions*
  - What is social impact to you?
  - Med tech?
  - Pre-seed v. seed?
- *Strike the right balance*
  - Multi-dimensional
  - First decide factors, then decide on parameters
- *Yes/No*



**COHORT  
DISCUSSION  
TIME!**

## **PART II: FINDING YOUR DEAL FLOW**



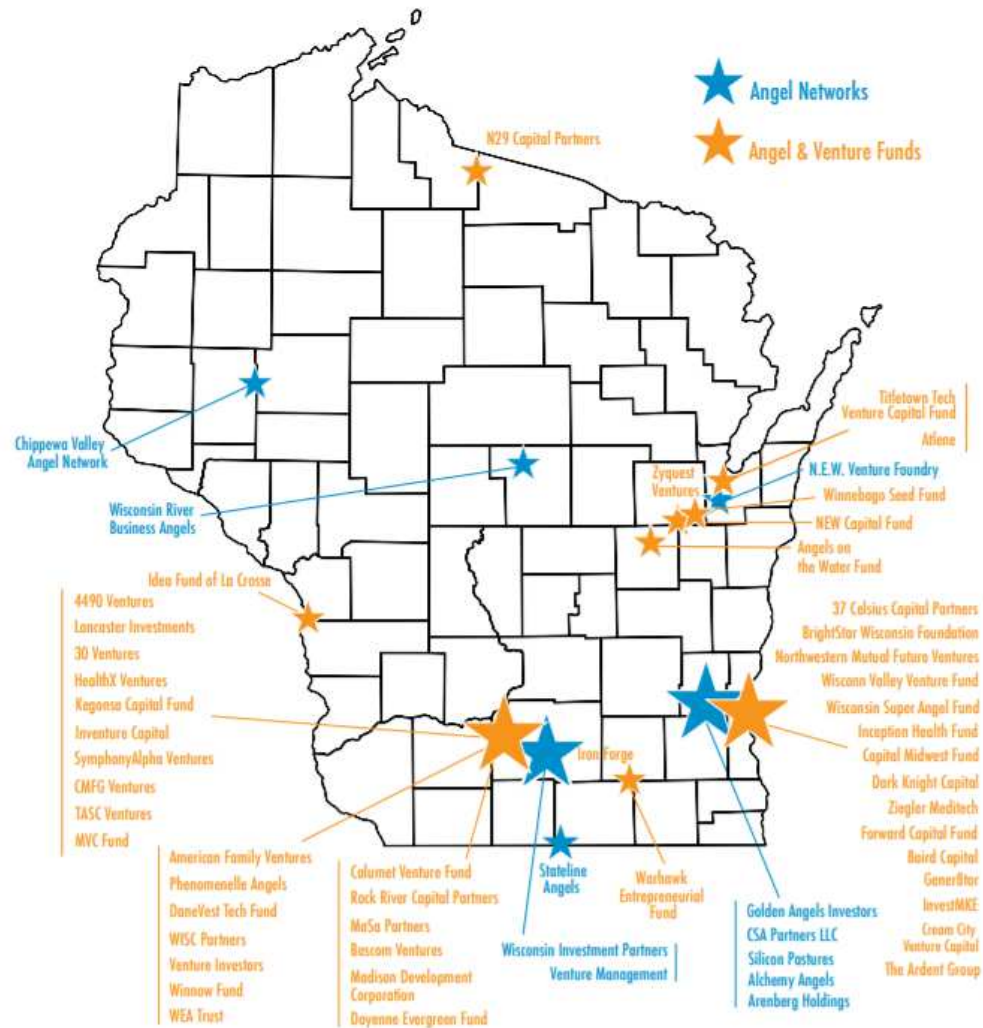
## SOURCES OF DEAL FLOW

- *Accelerator/Incubator Programs*
  - gBeta
  - Scale Up Milwaukee
- *Angel syndicates*
  - Alchemy Angels
  - Golden Angels
  - Wisconsin Investment Partners
- *Colleges/Universities*
  - Blue & Gold Ventures
  - The Pitch
  - WiSys Venture Home
- *Coworking Spaces*
  - 100 State
  - The Commons
  - StartingBlock Madison
- *Events*
  - Forward Fest
  - Summerfest Tech
- *Mentorship groups*
  - For-M
  - Merlin Mentors
- *Service Providers*
  - Accountants
  - Investment firms
  - Law firms
- *State and local orgs*
  - Chambers of commerce
  - EDCs
  - SBDCs
  - WTC



## JOINING A GROUP

- *Questions to ask*
  - Fees
  - Carried interest
  - Frequency
  - Decision-making timeline
  - Due-diligence
  - Sourcing
  - Expertise
  - Syndication
  - Prior performance
  - Liquidity



# START IN WI

[HTTPS://WWW.STARTINWI.COM/](https://www.startinwi.com/)

# PROCESS

- *Due Diligence*
- *Pitch*
- *Term Sheet*
- *Due Diligence*
- *Investment*

## **DUE DILIGENCE**

*Might include:*

- Return calculations
- Market review
- Growth projections
- Cap table review
- Financial statements
- Tax returns
- Customer interviews
- Exit comps

## **PITCH PRESENTATIONS**

*Might include:*

- Problem
- Solution
- Business plan
- Team introduction
- Competition
- Hurdles
- Ask

**NEXT WEEK: WEBINARS!**