

**SMARTMONEY**

---

*STARTUPS*

# Year End Fundraising Sprint



Work Smarter  
Execute Crisply

# Your SmartMoney Team



Jeff (J.D.) Davids



Luis Berga

# Program Schedule

## **COURSE OVERVIEW:**

**Feb. 2, 2017 at 9:00am PST** – Module 1: Introduction & Market Mapping

**Feb. 9, 2017 at 9:00am PST** – Module 2: Targeting Deals & Investors

**Feb. 16, 2017 at 9:00am PST** – Module 3: Fundraising Campaign Roadmap

**Feb. 23, 2017 at 9:00am PST** – Module 4: Email Templates & Investor Readiness Scorecards

## **ASK ME ANYTHING SESSIONS:**

**Feb. 7, 2017 at 9:00am PST** – AMA Session (Ask Me Anything)

**Feb. 14, 2017 at 9:00am PST** – AMA Session (Ask Me Anything)

**Feb. 21, 2017 at 9:00am PST** – AMA Session (Ask Me Anything)

**Feb. 28, 2017 at 9:00am PST** – AMA Session (Ask Me Anything)

# Fundraising Sprint Feb 2017



Nader Fathi



Savina Hawkins



Joel Russell



Remy Meraz



Vivienne Francis



Ian DeVries



Alex Cano

# Mastermind Group Rules of Engagement

- Safe place to share
- No dumb questions
- Confidentiality
- Full transparency
- Rigorously honest
- Ask questions, suggest solutions/ideas
- Don't take it personally
- Don't mean it personally

# Primary Goal



# Ultimate Goal

Help Your Customers

Have a lot of Customers

Build a valuable, growing company

Create value, extract value

Need Resources

(Cash & Team)



# Pinnacle of Success



**Value Creation**

**Product Invention**

# Target SmartMoney Investors



# 3 Approaches

<b>Shotgun Approach</b>	<b>Industry Approach</b>	<b>Deal-Centric Approach</b>
<b>Asking for intros</b>	<b>Make a list by industries</b>	<b>Identify “Been-There, Done-That” Investors &amp; Executives</b>

# The Goal

# Shortlist of Target Investors

**SmartMoney Target Investor Research List**

<u>Company Name and</u>	<u>Financing Round</u>	<u>Financing Amount</u>	<u>Investor Company</u>	<u>Investor Name</u>	<u>Priority</u>	<u>AngelList Profile</u>	<u>LinkedIn Profile</u>
Milo	Series A	4M	Individual Angel	Aaror	A - Founder, CEO Milo	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/ap">https://www.linkedin.com/in/ap</a>
Milo		N/A - Exec	Fmr CEO - Milo	Jack Abraham	A - fmr CEO Milo - 6 angel deals	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/jac">https://www.linkedin.com/in/jac</a>
Kayak	Series A	\$8.5M	Kayak - fmr CoFounder	Paul English	A - fmr Kayak Co-Founder	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/">https://www.linkedin.com/in/</a>
Kayak	Series A	\$8.5M	Kayak - fmr CoFounder	Bill O	A+	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/">https://www.linkedin.com/in/</a>
Kayak	Series A	\$8.5M	Fmr General Catalyst	Nite...	A+	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/">https://www.linkedin.com/in/</a>
Kayak	Series A	\$8.5M	Individual Angel	Somesf...	A+	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/">https://www.linkedin.com/in/</a>
ShopSavvy	Seed		Individual Angel	Alexander	A - fmr CEO, ShopSavvy	N/A	<a href="https://www.linkedin.com/in/an">https://www.linkedin.com/in/an</a>
ShopSavvy	Seed	.700M	Architel LP	Scott	Discuss - CoFounder ShopSavvy	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/sc">https://www.linkedin.com/in/sc</a>
ShopSavvy	Seed	.700M	Individual Angel	Scott	Discuss - CoFounder ShopSavvy	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/sc">https://www.linkedin.com/in/sc</a>
Square	Series A	\$10M	Individual Angel	Robin	A Competitor - CEO Operator?	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/ro">https://www.linkedin.com/in/ro</a>
ShopSavvy	Seed	.700M	Canyon Creek Capital	Buck Jordan	A (Bridge to the A Round)	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/bu">https://www.linkedin.com/in/bu</a>
BlueCava	Seed	\$1.5M	Individual Angel	Mark Cuban	A - Active	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/mark-cuban">v.linkedin.com/in/mark-cuban</a>
BlueCava	Series A	\$5M	Mark Cuban Companies	Omar	A - Active	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/omarage">https://www.linkedin.com/in/omarage</a>
Square	Series A	\$10M	Individual Angel	Josh	A - Active Angel	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/jos">https://www.linkedin.com/in/jos</a>
Wlsh	Seed		Caffeinated Capital	Rayn	A - Active angel	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/">https://www.linkedin.com/in/</a>
Purch	Series B	\$33M	Highway 12 Ventures	Mark	A - just recently left Purch Board	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/m">https://www.linkedin.com/in/m</a>
Purch	Series A2	\$1.5M	Highway 12 Ventures	Mark	A - just recently left Purch Board	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/m">https://www.linkedin.com/in/m</a>
Purch	Series A	\$6M	Highway 12 Ventures	Mark	A - just recently left Purch Board	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/m">https://www.linkedin.com/in/m</a>
CEO of eBates - huge exit with little capital investment				Kevin Johnson	A - possibly	N/A	<a href="https://www.linkedin.com/in/kevinhjo">https://www.linkedin.com/in/kevinhjo</a>
Jet	Seed	\$4.9M	Individual Angel	David	A - Young, Active Angel	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/">https://www.linkedin.com/in/</a>

Relevant,  
Active  
Investors

LinkedIn  
Profile  
Connections

The How:

Reverse Engineering  
an **Exit Event**

# Reverse Engineering an Exit Event

1. Start with the end in mind
2. Identify future buyers
3. Work backwards:
  - Identify acquisition deals already done
  - List company names, deal amount and date
  - List VC Investors in those companies
  - List Early Stage Investors / Angels in those companies

# Reverse Engineering an Exit Event

1. Gorilla Buyers
2. Companies Acquired
3. Investors

The SmartMoney Method



# Target List Building

## Module 1

### 1. Name Vertical Industries

### 2. List Companies

- Gorillas
- Successful Exits
- Rising Stars
- Competitors

# Target List Building

## Module 2

### 1. List Relevant Deals

- Acquisition Deals
- Venture Capital Deals
- Early Stage / Angel Deals

### 2. List Relevant Investor Names

### 3. Scrub/Prioritize Investor Names

# Example Market Map

## Marketing Automation Vertical

### Industry 1

#### CRM

Oracle CRM On Demand
SAP
Siebel / Oracle
Salesforce
Microsoft Dynamics
Sage
SugarCRM
Nimble
InfusionSoft
HubSpot
Pardot
HubSpot

### Industry 2

#### Marketing Automation

Eloqua
InfusionSoft
HubSpot
Teradata / Aprimo
Unica/IBM
Marketo
SimplyCast
Silverpop
Pardot
Action
Signal
NeoLane

### Industry 3

#### EMAIL

Gmail/Google
Outlook
Yahoo
Zoho
Inbox.Com
FastMail
Constant Contact
BlueHornet
GMX
AOL
Lycos
HushMail

### Industry 4

#### Social Media

Facebook
YouTube/Google
Twitter
LinkedIn
Pinterest
Instagram
WhatsApp
SnapChat
Tumblr
Reddit
Vine
Meetup

# Successful Dealpath: IPO and then \$879M Exit

Company Name (Investee)	Financing Round	Financing Amount	Financing Date	Investor Company	Investor First Name	Investor Last Name
Eloqua	Acquired	\$879M	12/20/12	Oracle	Thomas	Kurian
Eloqua	IPO	\$92M	8/2/12	IPO	N/A	N/A
Eloqua	Series C	\$23M	10/15/07	Bessemer Venture Partners	Byron	Deeter
Eloqua	Series C	\$23M	10/15/07	JMI Equity	Brad	Woloson
Eloqua	Series C	\$23M	10/15/07	Bay Partners	Neal	Dempsey
Eloqua	Series B	\$12.8M	9/6/06	Bay Partners	Neal	Dempsey
Eloqua	Series B	\$12.8M	9/6/06	JMI Equity	Brad	Woloson
Eloqua	Series A	\$5M	5/9/05	JMI Equity	Brad	Woloson
Eloqua	Seed	UND	UND	Individual Angel	Harry	Weller
Eloqua	Seed	UND	UND	Individual Angel	Neil	Sadaranganey
Eloqua	Seed	UND	UND	Individual Angel	Aaron	Rothschild
Eloqua	Seed	UND	UND	Individual Angel	Ron	Thompson
Eloqua	Seed	UND	UND	Individual Angel	Keith	Burrows
Eloqua	Seed	UND	UND	Individual Angel	Dennis	Dayman
Eloqua	Seed	UND	UND	Individual Angel	Jeffrey	Kadanoff

# Tools to use

Crunchbase

VentureDeal.com


Angellist

Live Example:


# Crunchbase


Cost:  
Free

**CrunchBase** | The Business Graph

Search for organizations, people, events, and products 

[Advanced Search](#)

**CrunchBase**  
Investor Leaderboard 

**CrunchBaseDaily**  
The source for all things Startup 

## CrunchBase Daily - Top Funding Rounds

[SUBSCRIBE](#)



### Slack

Slack, previously known as Tiny Speck, is a...

**\$160M / Series E**

Investors: [Kleiner Perkins Caufield & Byers](#)  
[Accel Partners](#)  
[Index Ventures](#)  
[Andreessen Horowitz](#)  
[Google Ventures](#)  
[Spark Capital](#)  
[See More \(10\)](#)



### Movile

Movile is a leading global mobile commerce...

**\$40M / Series E**

Investors: [Naspers](#)



### Recorded Future

Recorded Future arms organizations with...

**\$12M / Series D**

Investors: [Google Ventures](#)  
[Atlas Venture](#)

# Crunchbase

Cost:  
Free

## Funding Rounds (6) - \$108.4M

UPDATE ▾



**\$50M / Series F**

Nov 16, 2011

Investors: [InterWest Partners](#)  
[Institutional Venture Partners \(IVP\)](#)  
[Storm Ventures](#)  
[Mayfield Fund](#)  
[Battery Ventures](#)



**\$25M / Series E**

Nov 17, 2010

Investors: [Institutional Venture Partners \(IVP\)](#)  
[Storm Ventures](#)  
[InterWest Partners](#)  
[Mayfield Fund](#)



**\$10M / Series D**

Apr 27, 2010

Investors: [Mayfield Fund](#)  
[InterWest Partners](#)  
[Storm Ventures](#)



**\$10M / Series C**

Sep 22, 2009

Investors: [Mayfield Fund](#)



**\$8M / Series B**

Aug 12, 2008

Investors: [Storm Ventures](#)  
[InterWest Partners](#)



**\$5.4M / Series A**

Oct 1, 2006

Investors: [InterWest Partners](#)





Cost:  
\$25 mo.

Search  ⓘ

Industries (ctrl-click for multiple) 

- Advanced Materials
- Agriculture
- Alternative Energy
- Biotechnology
- Clean Tech

Regions 

- USA
- Canada
- Northern California
- Southern California

Specific Company

Keyword

Funding Round 

- Seed
- Series A
- Series B
- Series C

Transaction Type 

- Venture Equity
- Crowdfunder
- M&A
- Debt

Investor Type 

- Venture Capital
- Corporate
- Private Equity
- Accelerator

Date Range (mm/dd/yyyy)  to

Amount Range  to

City

State

Zip Code

Name this search

**SEARCH** ▶

### SAVED SEARCHES

Use **Name** this search to save your 20 most recent searches here.

- Devices Seed and Series A 4 yrs [Edit](#)
- Med Device - Pumps 4 years [Edit](#)
- Seed Alt Energy, CleanTech 13-14 [Edit](#)
- Electronics A 13-14 [Edit](#)
- Consumer+Ecommerce 2013-2015 [Edit](#)
- Pharma 13-14 Seed-A [Edit](#)
- 2013 Seed SoCal [Edit](#)
- Digital Media Execs SoCal [Edit](#)
- Exits 2013 SoCal [Edit](#)
- VC Class 2010 [Edit](#)
- VC Class 2011 [Edit](#)
- VC Class 2012 [Edit](#)
- JD Industries CA Deals [Edit](#)
- JD Industries CA Deals [Edit](#)
- JD Industries CA Deals [Edit](#)
- JD Industries CA Deals [Edit](#)
- Pharma CA deals [Edit](#)
- SoCal-Relevant Industries [Edit](#)
- All SoCal Deals [Edit](#)
- Digital Media SoCal - Deals [Edit](#)

## SEARCH RESULTS

## TRANSACTION SEARCH RESULTS

[< PREVIOUS SEARCH](#) | [SEARCH BY ALPHABET](#) **\*\*All\*\*** ▼

Transaction Record	Date	Industry	Round	Amount
<input type="checkbox"/> <a href="#">Insightera</a>	12/13/2013	Digital Media	Undisclosed	Undisclosed
<input type="checkbox"/> <a href="#">Marketo</a>	05/16/2013	IT	Undisclosed	\$79,300,000
<input type="checkbox"/> <a href="#">Marketocracy</a>	12/31/2012	Financial Services	Undisclosed	\$250,000
<input type="checkbox"/> <a href="#">Crowd Factory</a>	04/18/2012	Internet	Undisclosed	Undisclosed
<input type="checkbox"/> <a href="#">Marketo</a>	11/16/2011	IT	Undisclosed	\$50,000,000
<input type="checkbox"/> <a href="#">Marketo</a>	11/17/2010	IT	Undisclosed	\$25,000,000
<input type="checkbox"/> <a href="#">Marketo</a>	04/27/2010	IT	Series C	\$10,000,000
<input type="checkbox"/> <a href="#">Marketo</a>	06/30/2009	IT	Undisclosed	Undisclosed
<input type="checkbox"/> <a href="#">Marketo</a>	08/12/2008	IT	Series B	\$8,000,000
<input type="checkbox"/> <a href="#">Marketo</a>	06/30/2007	IT	Undisclosed	Undisclosed

NEW SEARCH ▶

Click checkboxes to download records in spreadsheet format.

 Or Select All 10 Records in Search

DOWNLOAD ▶

CLEAR DOWNLOAD QUEUE ▶

ADD FAVORITES ▶

VentureDeal

Cost:  
\$25 mo.

# VentureDeal

**Cost:**  
\$25 mo.

**Company Name**  [Eloqua](#)

**Status** Acquired or Merged

**Industry** Software

**Company Description** Eloqua provides the leading integrated demand generation platform for marketers who must produce a continuous flow of quality leads for a professional sales force.

## TRANSACTION DETAILS

**Information Release Date** 10/15/2007

**Transaction Type** Venture Equity

**Amount Received** \$23,000,000

**Round** Series C

**Proceeds Purposes** Proceeds purposes were not disclosed.

### Transaction Investors

 **Bessemer Venture Partners**  
(Lead Investor)

Byron Deeter

[in](#) [g](#) [t](#) [f](#)

 **JMI Equity**

Brad Woloson

[in](#) [g](#) [t](#) [f](#)

 **Bay Partners**

Neal Dempsey

[in](#) [g](#) [t](#) [f](#)



# Angel List

Cost:  
Free

Vast opportunities outside the US. We strive to become the leading loyalty platform outside the US.



**bonusbox**  
A loyalty & incentive platform helping marketers to acquire, retain and target customers.  
Hiring for 1 job · Like · View ▶



**Reaction**  
Revolutionizing one of humanity's most basic needs: shelter.  
Hiring for 5 jobs · Like · View ▶

Amrish Verma, Darius Vasefi, and 20 others are investing in Crew's round

8 hours ago



**Crew**  
Creativity on demand.  
Team went to Madison.

Hiring for 9 jobs · Like · View ▶

Arthur Watson liked Airdog

3 hours ago



**Airdog**  
Auto-follow drone for action sports

Like

Ron Mahabir and Jason Wong are investing in Paige Craig's syndicate

31 minutes ago



**Paige Craig's Syndicate**

TRENDING STARTUPS

- Dil Mil
- Opstarts
- Crew
- Coneka
- Lofty

SEE ALL ▶

TRENDING SYNDICATES


\$ Last 7 Days


	Late stage Pre-IPO syndicate	\$580,000
	Expansion Venture Capital	\$362,500
	Raj Mehta	\$82,000
	FB Angels	\$80,000
	Gil Penchina	\$79,500
	Ad and Marketing Tech Syndicate	\$51,500

# Angel List

Cost:  
Free

No Stage Nov 16, 2011  
**\$50,000,000** [Read Press](#)

 **Battery Ventures**  
VC Firm · Menlo Park

 **Institutional Venture Partners**  
VC Firm · Menlo Park


[View all 5 investors from this round](#)

TECHCRUNCH.COM

[Eyeing An IPO In 2012, Sales And Marketing Software Dev...](#)

*Marketo, a company that provides an on-demand marketing software that allows businesses to optimize their sales and marketing efforts, has raised \$50 million...*

No Stage Nov 17, 2010  
**\$25,000,000** [Read Press](#)

 **Institutional Venture Partners**  
VC Firm · Menlo Park

 **InterWest Partners**  
VC Firm · Menlo Park, Ca

[View all 4 investors from this round](#)


FINSMES.COM

[FinSMEs | Marketo Secures \\$25M in Funding](#)

*Marketo, a San Mateo, CA-based provider of Revenue Performance Management solutions, has secured \$25m in funding. The round was led by Institutional Venture...*

Series D Apr 27, 2010  
**\$10,000,000** [Read Press](#)

 **InterWest Partners**  
VC Firm · Menlo Park, Ca

 **Storm Ventures**  
Seed Fund · Menlo Park

[View all 3 investors from this round](#)

Series C Sep 22, 2009  
**\$10,000,000** [Read Press](#)

Series B Aug 12, 2008  
**\$8,000,000** [Read Press](#)

 **InterWest Partners**  
VC Firm · Menlo Park, Ca

 **Storm Ventures**  
Seed Fund · Menlo Park

ONDEMANDBEAT.COM

[Marketo Receives 8 Million In Series B Funding](#)

*Marketo; a San Mateo based provider of Business to Business marketing automation software, has received 8 million dollars in Series B funding from Storm...*

Series A Oct 1, 2006  
**\$5,400,000** [Read Press](#)

 **InterWest Partners**  
VC Firm · Menlo Park, Ca

# Google Searches

“Top 10 \_\_\_\_\_Companies”

Industry Research Reports

Acquisition Analysis Articles

Company	Investor	Investment Amount	Investment Date	Investor Type	Investor Name	Investor Address	Investor Phone	Investor Email	Investor Website	Investor LinkedIn	Investor Bio
Academy Sports & Outdoors	Academy Sports & Outdoors	100M	2019-01-01	Private Equity	Academy Sports & Outdoors	10000 Academy Blvd	800-445-1111	info@academysports.com	www.academysports.com	https://www.linkedin.com/company/academy-sports-outdoors	Academy Sports & Outdoors is a leading provider of athletic equipment and apparel for schools, colleges, and universities.
Academy Sports & Outdoors	Academy Sports & Outdoors	100M	2019-01-01	Private Equity	Academy Sports & Outdoors	10000 Academy Blvd	800-445-1111	info@academysports.com	www.academysports.com	https://www.linkedin.com/company/academy-sports-outdoors	Academy Sports & Outdoors is a leading provider of athletic equipment and apparel for schools, colleges, and universities.
Academy Sports & Outdoors	Academy Sports & Outdoors	100M	2019-01-01	Private Equity	Academy Sports & Outdoors	10000 Academy Blvd	800-445-1111	info@academysports.com	www.academysports.com	https://www.linkedin.com/company/academy-sports-outdoors	Academy Sports & Outdoors is a leading provider of athletic equipment and apparel for schools, colleges, and universities.
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Academy Sports & Outdoors	Academy Sports & Outdoors	100M	2019-01-01	Private Equity	Academy Sports & Outdoors	10000 Academy Blvd	800-445-1111	info@academysports.com	www.academysports.com	https://www.linkedin.com/company/academy-sports-outdoors	Academy Sports & Outdoors is a leading provider of athletic equipment and apparel for schools, colleges, and universities.

# Scrub Lots of Deals Skim Bios of Investors: PEOPLE more than FIRMS

## Rank them A, B, C Brief notes re: why

## Include hyperlinks to: LinkedIn Profiles AngelList Profiles Website Bios (as appropriate)

Company	Investor	Investment Amount	Investment Date	Investor Type	Investor Name	Investor Address	Investor Phone	Investor Email	Investor Website	Investor LinkedIn	Investor Bio
Academy Sports & Outdoors	Academy Sports & Outdoors	100M	2019-01-01	Private Equity	Academy Sports & Outdoors	10000 Academy Blvd	800-445-1111	info@academysports.com	www.academysports.com	https://www.linkedin.com/company/academy-sports-outdoors	Academy Sports & Outdoors is a leading provider of athletic equipment and apparel for schools, colleges, and universities.
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Academy Sports & Outdoors	Academy Sports & Outdoors	100M	2019-01-01	Private Equity	Academy Sports & Outdoors	10000 Academy Blvd	800-445-1111	info@academysports.com	www.academysports.com	https://www.linkedin.com/company/academy-sports-outdoors	Academy Sports & Outdoors is a leading provider of athletic equipment and apparel for schools, colleges, and universities.
Academy Sports & Outdoors	Academy Sports & Outdoors	100M	2019-01-01	Private Equity	Academy Sports & Outdoors	10000 Academy Blvd	800-445-1111	info@academysports.com	www.academysports.com	https://www.linkedin.com/company/academy-sports-outdoors	Academy Sports & Outdoors is a leading provider of athletic equipment and apparel for schools, colleges, and universities.
Academy Sports & Outdoors	Academy Sports & Outdoors	100M	2019-01-01	Private Equity	Academy Sports & Outdoors	10000 Academy Blvd	800-445-1111	info@academysports.com	www.academysports.com	https://www.linkedin.com/company/academy-sports-outdoors	Academy Sports & Outdoors is a leading provider of athletic equipment and apparel for schools, colleges, and universities.

# VERY IMPORTANT

**This process requires a  
time investment.**

You WILL get an ROI on every hour  
you invest in research

SmartMoney Pitch Meetings are  
MUCH MORE EFFICIENT





**NEXT STEP**

Q & A

# SMARTMONEY

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## *STARTUPS*

The RIGHT Investors

In the RIGHT DEALS

At the RIGHT TIME

# Deal Centric Investor Searches

- Identify Relevant Deals
  - Acquisitions
  - IPOs
  - Late Stage Investments
  - Venture Investments
  - Early Stage / Angel Investments

# Who are the WRONG Investors?

No VERTICAL MARKET  
EXPERTISE

No Exits in your Vertical  
No Investments in your vertical

Not Actively writing checks

# Who are the RIGHT Investors?

VERTICAL MARKET EXPERTISE  
(company names & roles)

Successful Exits - verify

Prior Investments - verify

Insider Relationships

Insider Knowledge

RECENT CHECKS WRITTEN

# SmartMoney Investors Bring:

- **Deep Industry Relationships**
- **Vertical Industry Knowledge**
- **Experience Building Sales Velocity**
- **Channel Partners**
- **Strong Co-Investor Networks**
- **Introductions to Acquirers**
- **Industry Analyst Introductions**

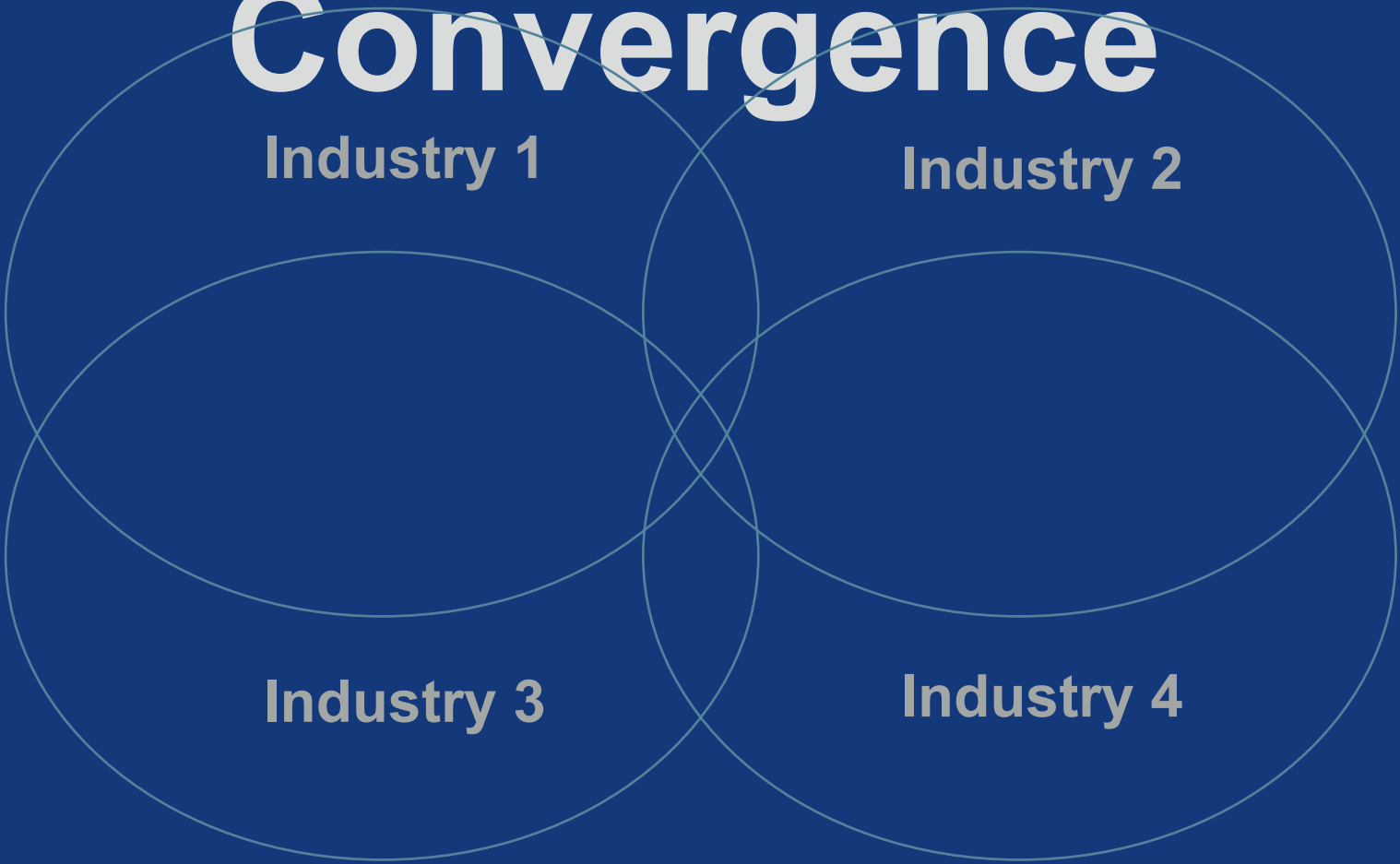
# Industry Convergence

Industry 1

Industry 2

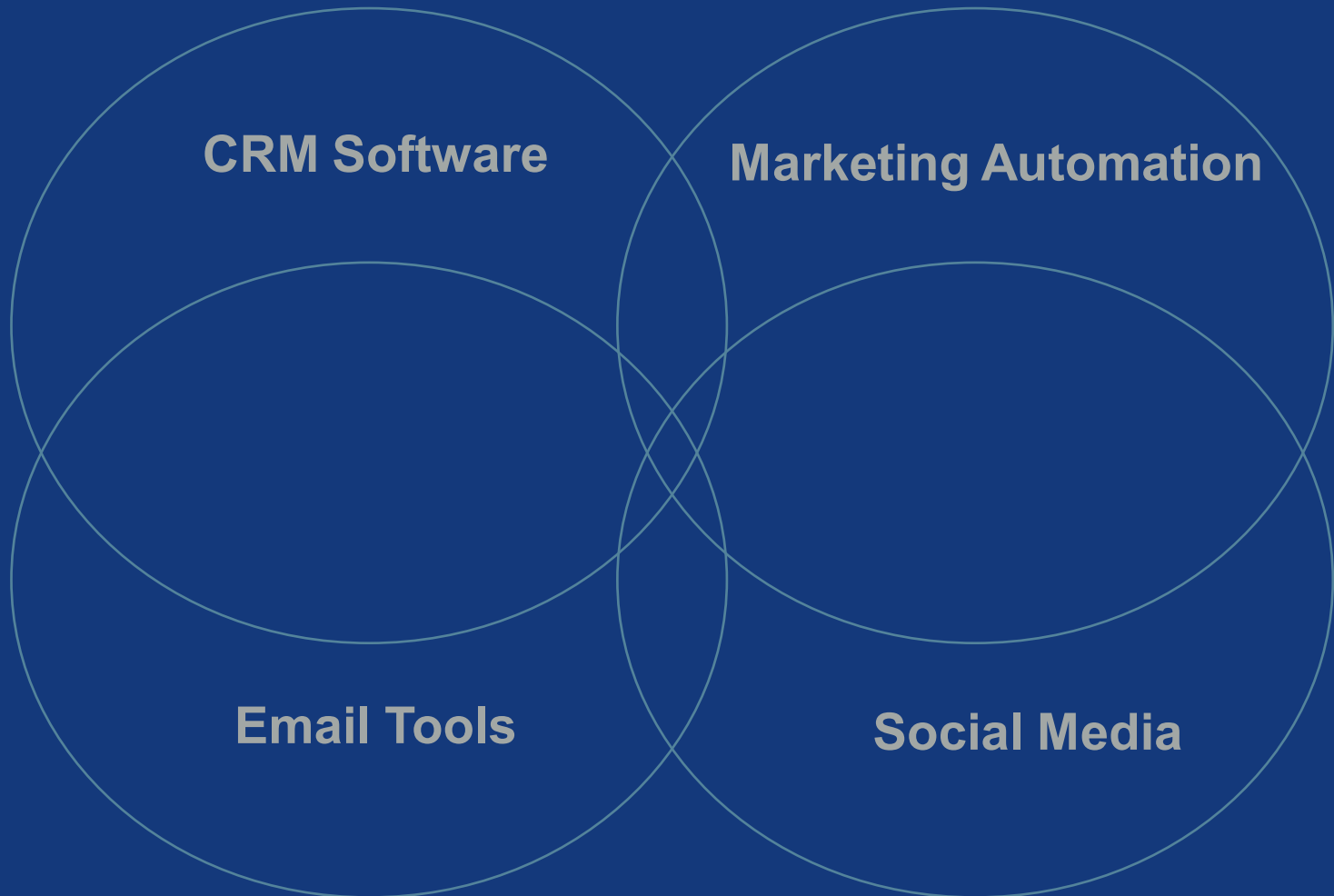
Industry 3

Industry 4





# Industry Convergence Example: Marketing Automation



# Making your list

# MARKET MAP

INDUSTRY 1

INDUSTRY 2

INDUSTRY 3

INDUSTRY 4

GORILLAS

1

2

3

4

5

6

7

Table with columns: Name, Address, City, State, Zip, Phone, Email, Website, and other contact details for various individuals and companies.

Understand your environment

Do your homework: Invest in the Research

Scrub ~ 200 Names

Note relevant strategic connections to YOUR deal

Gain Deep Industry Knowledge

Table with columns: Name, Address, City, State, Zip, Phone, Email, Website, and other contact details for various individuals and companies.

# MARKET MAP

INDUSTRY 1

INDUSTRY 2

INDUSTRY 3

INDUSTRY 4

GORILLAS

1

2

3

4

5

6

7

# MARKET MAP

INDUSTRY 1

INDUSTRY 2

INDUSTRY 3

INDUSTRY 4

COMPETITORS

1

2

3

4

5

6

7

# MARKET MAP

INDUSTRY 1

INDUSTRY 2

INDUSTRY 3

INDUSTRY 4

OTHERS

1

2

3

4

5

6

7

# Mattermark

**Cost:**  
\$600 mo.  
\$1,000 yr.

Name	Growth Score	Mindshare Score (?)	Stage (?)	Total Funding	Location
Flipkart	22325	1504	Late	\$1.8B 📄	Bangalore
Uber	15401	1775	Late	\$1.5B 📄	Bay Area
oDesk	7687	471	Late	\$44.0M 📄	Bay Area
Lyft	7026	1133	Late	\$332.5M 📄	Bay Area
Snapdeal	5478	1139	Late	\$435.7M 📄	New Delhi
Dong Energy	4961	296	Pre Series A	\$0 📄	Denmark
Airbnb	4300	1069	Late	\$794.8M 📄	Bay Area
General Assembly	3936	641	C	\$49.7M 📄	New York
Infor	3897	250	Pre Series A	\$0 📄	New York
VICE	3768	835	Late	\$580.0M 📄	New York
Zumba Fitness	3278	-364	Unknown	\$0 📄	Miami
Easy Taxi	3214	557	Late	\$77.0M 📄	São Paulo
OnePlus	3082	3082	Pre Series A	Undisclosed	China
Sunrun	2935	-22	Late	\$486.6M 📄	Bay Area
Stitch Fix	2920	787	C	\$46.8M 📄	Bay Area



# Making your list

## STEP 4

SIFT DOWN TO  
YOUR CUSTOM  
**SHORTLIST**

# Example Shortlist: eCommerce

**SmartMoney Target Investor Research List**

<u>Company Name and</u>	<u>Financing Round</u>	<u>Financing Amount</u>	<u>Investor Company</u>	<u>Investor Name</u>	<u>Priority</u>	<u>AngelList Profile</u>	<u>LinkedIn Profile</u>
Milo	Series A	4M	Individual Angel	Aaror	A - Founder, CEO Milo	<a href="https://angel.c">https://angel.c</a>	<a href="https://www.linkedin.com/in/ap">https://www.linkedin.com/in/ap</a>
Milo		N/A - Exec	Fmr CEO - Milo	Jack Abraham	A - fmr CEO Milo - 6 angel deals	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/jac">https://www.linkedin.com/in/jac</a>
Kayak	Series A	\$8.5M	Kayak - fmr CoFounder	Paul English	A - fmr Kayak Co-Founder	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/">https://www.linkedin.com/in/</a>
Kayak	Series A	\$8.5M	Kayak - fmr CoFounder	Bill O	A+	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/">https://www.linkedin.com/in/</a>
Kayak	Series A	\$8.5M	Fmr General Catalyst	Nite...	A+	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/">https://www.linkedin.com/in/</a>
Kayak	Series A	\$8.5M	Individual Angel	Somesf...	A+	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/">https://www.linkedin.com/in/</a>
ShopSavvy	Seed		Individual Angel	Alexander	A - fmr CEO, ShopSavvy	N/A	<a href="https://www.linkedin.com/in/an">https://www.linkedin.com/in/an</a>
ShopSavvy	Seed	.700M	Architel LP	Scott	Discuss - CoFounder ShopSavvy	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/sc">https://www.linkedin.com/in/sc</a>
ShopSavvy	Seed	.700M	Individual Angel	Scott	Discuss - CoFounder ShopSavvy	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/sc">https://www.linkedin.com/in/sc</a>
Square	Series A	\$10M	Individual Angel	Robin	A Competitor - CEO Operator?	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/ro">https://www.linkedin.com/in/ro</a>
ShopSavvy	Seed	.700M	Canyon Creek Capital	Buck Jordan	A (Bridge to the A Round)	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/bu">https://www.linkedin.com/in/bu</a>
BlueCava	Seed	\$1.5M	Individual Angel	Mark Cuban	A - Active	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/mark-cubar">v.linkedin.com/in/mark-cubar</a>
BlueCava	Series A	\$5M	Mark Cuban Companies	Omar	A - Active	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/omarage">https://www.linkedin.com/in/omarage</a>
Square	Series A	\$10M	Individual Angel	Josh	A - Active Angel	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/jos">https://www.linkedin.com/in/jos</a>
Wish	Seed		Caffeinated Capital	Rayn	A - Active angel	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/">https://www.linkedin.com/in/</a>
Purch	Series B	\$33M	Highway 12 Ventures	Mark	A - just recently left Purch Board	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/m">https://www.linkedin.com/in/m</a>
Purch	Series A2	\$1.5M	Highway 12 Ventures	Mark	A - just recently left Purch Board	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/m">https://www.linkedin.com/in/m</a>
Purch	Series A	\$6M	Highway 12 Ventures	Mark	A - just recently left Purch Board	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/m">https://www.linkedin.com/in/m</a>
CEO of eBates - huge exit with little capital investment				Kevin Johnson	A - possibly	N/A	<a href="https://www.linkedin.com/in/kevinhjo">https://www.linkedin.com/in/kevinhjo</a>
Jet	Seed	\$4.9M	Individual Angel	David	A - Young, Active Angel	<a href="https://angel.co">https://angel.co</a>	<a href="https://www.linkedin.com/in/">https://www.linkedin.com/in/</a>

## Active eCommerce Investors:

**Do these people know that your company exists?**

# Working your list

## STEP 5

Ask for Warm Introductions from:

Existing Investors  
Prior portfolio CEOs  
Advisory Board  
Mentors / Advisors

**Smart Networking**

# Start Your Research

Sample Research – Google Docs