

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



Viviene 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

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3 Approaches

Shotgun Approach	Industry Approach	Deal-Centric Approach
Asking for intros	Make a list by industries	Identify "Been-There, Done-That" Investors & Executives

The Goal

Shortlist of Target Investors

SmartMoney Target Investor Research List									
<u>Company</u>	Financing	Financing							
Name and	Round	<u>Amount</u>	Investor Company	Investor Name	<u>Priority</u>	AngelList Profile	LinkedIn Profile		
Milo	Series A	4M	Individual Angel	Aaror	A - Founder, CEO Milo	https://angel.co	https://www.linkedin.com/in/ap		
Milo		N/A - Exec	Fmr CEO - Milo	Jack Abraham	- fmr CEO Milo - 6 angel deals	https://angel.co	https://www.linkedin.com/in/jac		
Kayak	Series A	\$8.5M	Kayak - fmr CoFounder	Paul Fngli	A - fmr Kayak Co-Founder	https://angel.co	https://www.linkedin.com/in/		
Kayak	Series A	\$8.5M	Kayak - fmr CoFounder	Bill O	A+	https://angel.co	https://www.linkedin.com/in/		
Kayak	<u>Series A</u>	\$8.5M	Fmr General Catalyst	Nite	A+	https://angel.co	https://www.linkedin.com/in/		
Kayak	<u>Series A</u>	\$8.5M	Individual Angel	Somest.	A+	https://angel.co	https://www.linkedin.com/in/		
				1250055 R0504/6	24.07	17 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1			
ShopSavvy	<u>Seed</u>		Individual Angel	Alexander	A - fmr CEO, ShopSavvy	N/A	https://www.linkedin.com/in/an		
ShopSavvy	Seed	.700M	Architel LP	Scott	Discuss - CoFounder ShopSavvy	https://angel.co	https://www.linkedin.com/in/sc		
ShopSavvy	Seed	.700M	Individual Angel	Scott	Discuss - CoFounder ShopSavvy	https://angel.co	https://www.linkedin.com/in/sc		
						10.000-0012	21		
Square	Series A	\$10M	Individual Angel	Robin	A Competitor - CEO Operator?	https://angel.co	https://www.linkedin.com/in/rol		
						C	5.K		
ShopSavvy	Seed	.700M	Canyon Creek Capital	Buck Jordan	A (Bridge to the A Round)	https://angel.co	https://www.linkedin.com/in/bu		
BlueCava	Seed	\$1.5M	Individual Angel	Mark Cuban	A - Active	https://angel.co	v.linkedin.com/in/mark-cubar		
BlueCava	<u>Series A</u>	\$5M	Mark Cuban Companies	Omar	A - Active	https://angel.co	https://www.linkedin.com/in/omarage		
Square	<u>Series A</u>	\$10M	Individual Angel	Josh	A - Active Angel	https://angel.co	https://www.linkedin.com/in/jos		
Wlsh	Seed		Caffeinated Capital	Rayn	A - Active angel	https://angel.co	https://www.linkedin.com/in/		
Purch	<u>Series B</u>	\$33M	Highway 12 Ventures	Mark	A - just recently left Purch Board		https://www.linkedin.com/in/ma		
Purch	Series A2	\$1.5M	Highway 12 Ventures	Mark	A - just recently left Purch Board	https://angel.co	https://www.linkedin.com/in/ma		
Purch	<u>Series A</u>	\$6M	Highway 12 Ventures	Mark	A - just recently left Purch Board	https://angel.co	https://www.linkedin.com/in/ma		
CEO of eBates - h	uge exit wich little ca	pital investment		Kevin Johnson	A - possibly	N/A	https://www.linkedin.com/in/kevinhjol		
Jet	<mark>۶ d</mark>	\$4.9M	Individual Angel	David David	A - Young, Active Angel	https://angel.co	https://www.linkedin.com/in/		

Relevant, Active Investors LinkedIn Profile Connection



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	<u>Industry 2</u> Marketing	Industry 3	Industry 4
CRM	Automation	EMAIL	Social Media
Oracle CRM On Demand	Eloqua	Gmail/Google	Facebook
SAP	InfusionSoft	Outlook	YouTube/Google
Siebel / Oracle	HubSpot	Yahoo	Twitter
Salesforce	Teradata / Aprimo	Zoho	LinkedIn
Microsoft Dynamics	Unica/IBM	Inbox.Com	Pinterest
Sage	Marketo	FastMail	Instagram
SugarCRM	SimplyCast	Constant Contact	WhatsApp
Nimble	Silverpop	BlueHornet	SnapChat
InfusionSoft	Pardot	GMX	Tumblr
HubSpot	Action	AOL	Reddit
Pardot	Signal	Lycos	Vine
HubSpot	NeoLane	HushMail	Meetup

Successful Dealpath: IPO and then \$879M Exit

Company					Investor	
Name	Financing	Financing	Financing		First	Investor
(Investee)	Round	Amount	Date	Investor Company	Name	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

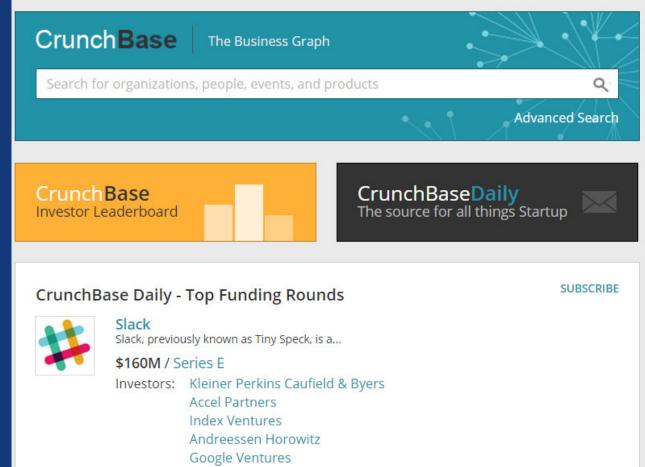
Tools to use

Crunchbase VentureDeal.com AngelList

Live Example:

Crunchbase







Movile Movile is a leading global mobile commerce...

\$40M / Series E Investors: Naspers



Recorded Future Recorded Future arms organizations with...

Spark Capital See More (10)

Recorded Future \$12M / Series D Investors: Goog

Investors: Google Ventures Atlas Venture

Crunchbase



Funding Rounds (6) - \$108.4M





SERIES

F

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

\$10M / Series C

Sep 22, 2009





\$8M / Series B Aug 12, 2008 Investors: Storm Ventures InterWest Partners

Investors: Mayfield Fund

Storm Ventures



\$5.4M / Series A Oct 1, 2006 Investors: InterWest Partners



6

Cost: \$25 mo.

Search	Transactions	۲
Industries		
ctrl-click for multiple)	Advanced Materials Agriculture	
	Alternative Energy	
	Biotechnology	-
Regions	Clean Tech	-
Regions	USA	
	Canada	1.0
	Northern California	
	Southern California	
Specific Company		
Keyword		
Funding Round	All	
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	Series B Series C	-
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	M&A	
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Investor Type	All	
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	Corporate	1000
	Private Equity	-
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(mm/dd/yyyy)		
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SAVED SEARCHES Use Name this search to save your 20 most recent searches here. P Devices Seed and Series A 4 Edit 📝 Vrs. Edit 📝 Med Device - Pumps 4 years E Seed Alt Energy, CleanTech 13-Edit 🕜 14 Edit 📝 Electronics A 13-14 E Consumer+Ecommerce 2013-Edit 📝 2015 Edit 📝 Pharma 13-14 Seed-A Edit 📝 2013 Seed SoCal Edit 🕜 E 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 All SoCal Deals Edit 🕜 Edit 🕜 P Digital Media SoCal - Deals

SEARCH



VentureDeal

Cost: \$25 mo.

TRANSACTION SEARCH RESULTS

< PREVIOUS SEARCH | SEARCH BY ALPHABET **All** •

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

NEW SEARCH



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

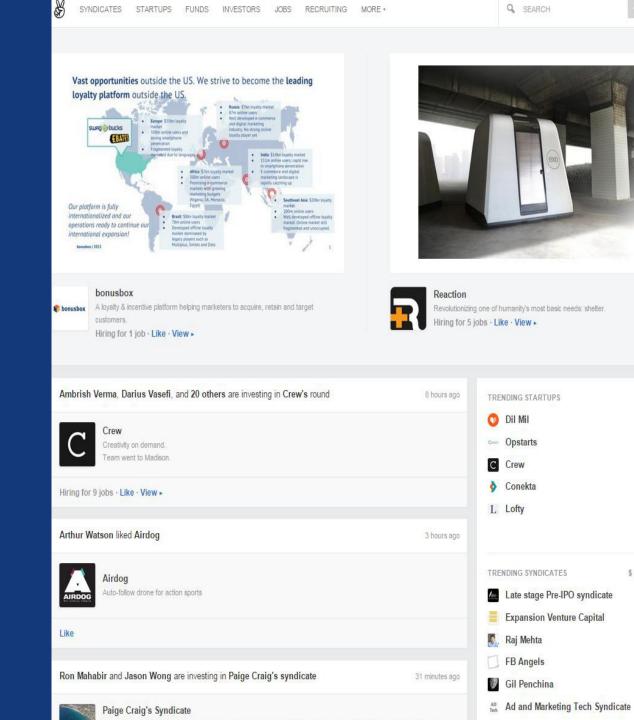
Proceeds Purposes Proceeds purposes were not disclosed.

Transaction Investors

0	Bessemer Venture Partners (Lead Investor)		
	Byron Deeter	in	8 У f
•	JMI Equity		
	Brad Woloson	in	8 У f
•	Bay Partners		
	Neal Dempsey	in	8 У f

Angel List

Cost: Free



SEE ALL .

\$ Last 7 Days

\$580,000

\$362,500

\$82,000

\$80,000

\$79,500

\$51,500

Angel List

Cost: Free

No Stage No Stage Nov 16, 2011 Nov 17, 2010 \$50,000,000 \$25,000,000 Read Press Read Press Battery Ventures Institutional Venture Partners BV 000 VC Firm · Menlo Park VC Firm · Menlo Park Institutional Venture Partners InterWest Partners VC Firm · Menlo Park VC Firm · Menlo Park, Ca View all 5 investors from this round View all 4 investors from this round TECHCRUNCH.COM FINSMES.COM Eyeing An IPO In 2012, Sales And Marketing Software Dev... FinSMEs | Marketo Secures \$25M in Funding Marketo, a company that provides an on-demand marketing Marketo, a San Mateo, CA-based provider of Revenue software that allows businesses to optimize their sales and Performance Management solutions, has secured \$25m in marketing efforts, has raised \$50 million.. funding. The round was led by Institutional Venture... Series D Apr 27, 2010 Series C Sep 22, 2009 \$10,000,000 \$10,000,000 Read Press Read Press InterWest Partners VC Firm · Menlo Park, Ca Storm Ventures STORM Seed Fund · Menlo Park View all 3 investors from this round Series B Series A Aug 12, 2008 Oct 1, 2006 \$8,000,000 \$5,400,000 Read Press Read Press InterWest Partners InterWest Partners VC Firm · Menlo Park, Ca VC Firm · Menlo Park, Ca Storm Ventures STORM 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...

Google Searches

"Top 10 Companies" Industry Research Reports Acquisition Analysis Articles

SmartMoney	Target Investo	or Research	List						
Company Name	Firming Room?	Success	Contr.	harden find	in a standard and a	Receiving in the lite	chieven facilie	Frieder	
Kanak	New York Control of the	\$2.18	11/8/12					N/A	
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Kanak Kanak		\$11.5M \$7M	5/1/06 12/1/04	General Catalyst Partners	Steve Hartod	N/A	NA	0 - Later State 0 - Later State	_
Kavak Kavak		\$7M \$7M	12/1/04 12/1/04	AOL Secucia	7 Michael Moritz			0 - Later State 0 - Later State	_
Kavak	-	SILSM GLGM	1/1/04	T-Venture Consult Partners	Thomas Grota Descript Earning			B - Later Stare	
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Kanak		SILSM SILSM	1/1/04 1/1/04	Individual Angel Oak Investment Partners	Somesh Dash Ifty Ahmed			A+ B - Later Stare	
Kavak	-	SLSM SLSM	1/1/04	Trident Capital Individual Angel	Alberto Yepez David J La Placa	N/A		B - CyberSecurity B - Capital Ment	
Kavak Kavak	-	SESM GLOM	1/1/04	Individual Angel Individual Angel	John Gareauz Lucy Thane			C - Real Estate B - Tech Focus	
Kanak		SLSM	1/1/04	Individual Angel	Ben Davenport			B - Tech Focus	
Purch	-	\$135M	6/1/15	Camp Investment Council	John Carswell	N/A	NØ	0 - Late Stare	
Purch Purch	-	S33M S33M	9/1/15 9/1/15	AllS Capital Partners Village Ventures	Paul Mariani Bo Feabody	N/A N/A		B - Late Stare B - New York	
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Purch	2000	\$1.5M SKM	1/1/10 7/1/08	Village Ventures Highway 12 Ventures	Bo Peabody Mark Solon	N/A		B - New York t recently left Purch Soard (Solae, Id	aho)
Purch	2000	50M	7/1/08	Village Ventures	Bo Prabody	N/A		B - New York	
ShooSawy ShooSawy ShooSawy ShooSawy ShooSawy	Ace by Furch	Not disclosed	12/17/15		Eduardo Saverin				
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Mip	-	414	11/24/09 11/24/09	Individual Angel Individual Angel	Aaron Patzer Keith Rabola			A - Founder, CED Milo A- Fmr COD Source, Khosla	
Mio	-	414	11/24/09	Individual Angel	Marid Abraham			B - ComScore CEO	
Mip	-	.35M .35M	11/1/08	Rhosla Vertures Eventbrite	Keith Rabols Kevin Hartz			A- Fmr COO Source, Khosla C - CEO of EventBrite	
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TwoTap	Seed	\$2.7M	8/7/14	Dirital Garage	Joi Ito	Tool / Participing	Repairweet in Application in Application	A-MIT Media Lab	
TwoTap TwoTap	Seed Seed	\$2.7M \$2.7M	8/7/14	Khosla Ventures Initialized Capital	Ben Ling Alexis Ohanian			B - Later State B - Collounder, Reddit	
TwoTap	Seed Seed	\$2.7M	8/7/14	Transmedia Capital SV Annel	Chris Reditz	N/A	8./A	B - Beht on commerce	
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Serve360	Seed	\$2.7M	1/15/15	FirstMark Capital				D - Later State	_
Serve360 Serve360	Seed Seed	\$2.7M \$2.7M	1/15/15	Double M Partners Founder Collective	Mark Mullen Micah Rosenbloom			B - Later Stage B - New York	_
Serve360 Serve360	Seed Seed	\$2.7M	1/15/15	Qualcomm Ventures Metamotohic Ventures				B - Later State B - Later State	
Seroc360	Seed	\$2.7M	1/15/15	Telenay	Devid Tech			B - Later Stage	
Serve360 Serve360	Seed Seed	\$2.7M \$2.7M	1/15/15 1/15/15	Individual Aneni Individual Aneni	David Tisch John Hinnesan			B - New York B - Tech guy	
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at	Seed	\$4.9M	3/23/15	New Enterprise Associates Meeter Tech Verticites	Tony Flotence	N/A N/A	N/A	B - Later State	
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Scrub Lots of Deals Skim Bios of Investors: PEOPLE more than FIRMS

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

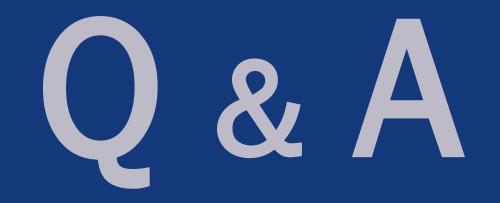
Include hyperlinks to: LinkedIn Profiles AngelList Profiles Website Bios (as appropriate)

VERY IMPORTANT This process requires a <u>time investment.</u>

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

SmartMoney Pitch Meetings are MUCH MORE EFFICIENT







The <u>RIGHT</u> Investors In the <u>RIGHT DEALS</u> At the <u>RIGHT TIME</u>

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?

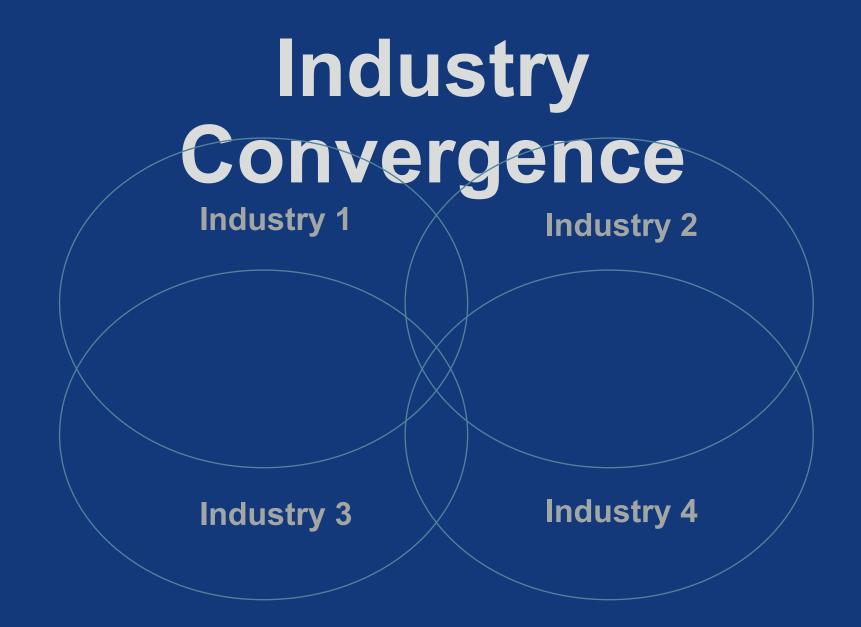
VERTICAL MARKET EXPERTISE (company names & roles)

> Successful Exits - verify Prior Investments - verify Insider Relationships Insider Knowledge

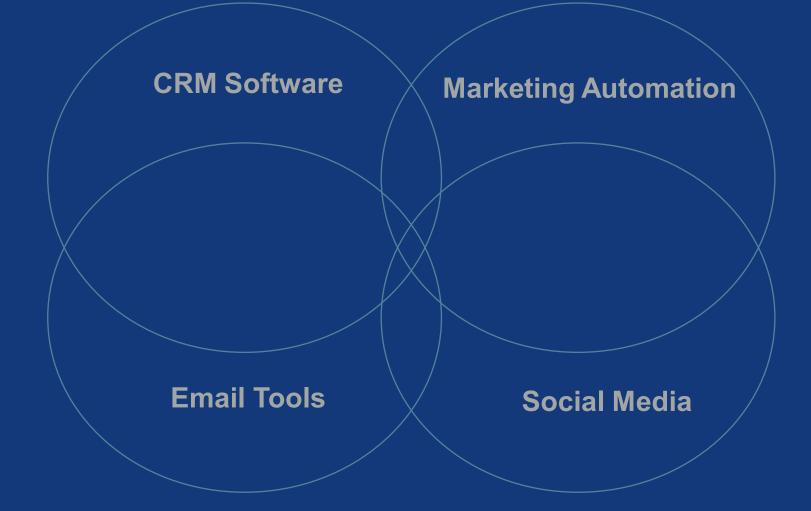
RECENT CHECKS WRITTEN

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



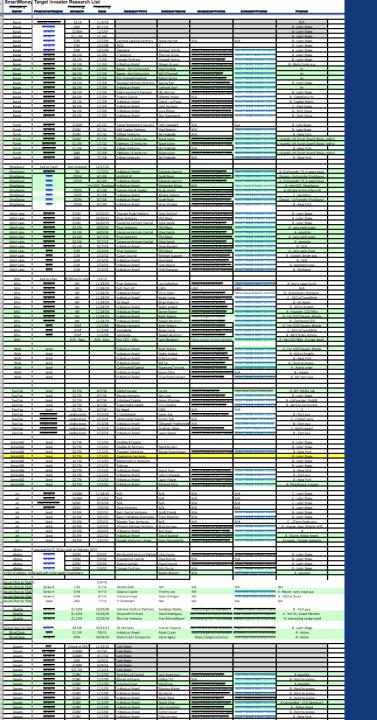
Industry Convergence Example: Marketing Automation



Making your list



INDUSTRY 1	INDUSTRY 2	INDUSTRY 3	INDUSTRY 4
GORILLAS			
2			
3			
4			
6 7			



Understand your environment

Do your homework: Invest in the Research

Scrub ~ 200 Names

Note relevant strategic connections to YOUR deal

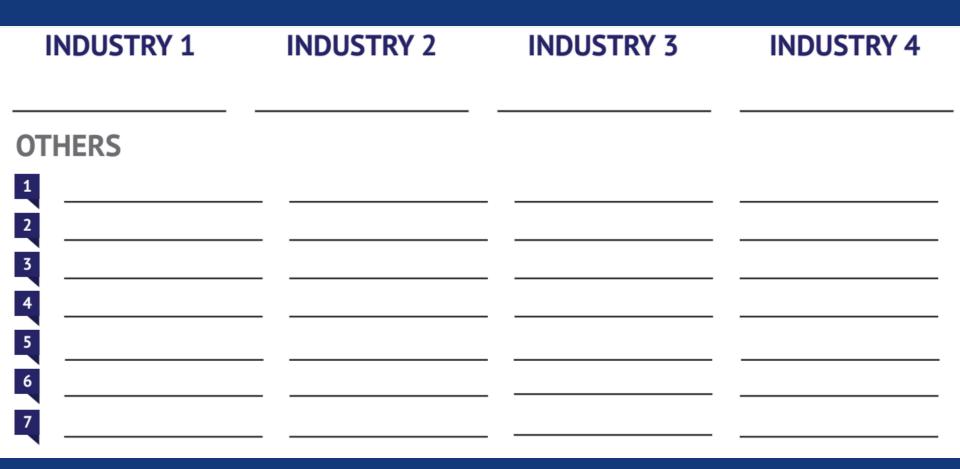
Gain Deep Industry Knowledge



INDUSTRY 1	INDUSTRY 2	INDUSTRY 3	INDUSTRY 4
GORILLAS			
2			
3			
4			
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		С	\$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	Ur	nknown	\$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		С	\$46.8M 🔳	Bay Area

Making your list

STEP 4

SIFT DOWN TO YOUR CUSTOM SHORTLIST

Example Shortlist: eCommerce

SmartMoney ⁻	Target	Investor	Research List
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<u>Company</u>	Financing	Financing					
Name and	<u>Round</u>	<u>Amount</u>	Investor Company	Investor Name	<u>Priority</u>	AngelList Profile	LinkedIn Profile
Milo	Series A	4M	Individual Angel	Aaror	A - Founder, CEO Milo	https://angel.co	https://www.linkedin.com/in/ap
Milo		N/A - Exec	Fmr CEO - Milo	Jack Abraham	^ - fmr CEO Milo - 6 angel deals	https://angel.co	https://www.linkedin.com/in/jac
Kayak	<u>Series A</u>	\$8.5M	Kayak - fmr CoFounder	Paul Fngli	A - fmr Kayak Co-Founder	https://angel.co	https://www.linkedin.com/in/
Kayak	Series A	\$8.5M	Kayak - fmr CoFounder	Bill O	A+	https://angel.co	https://www.linkedin.com/in/
Kayak	<u>Series A</u>	\$8.5M	Fmr General Catalyst	Nite	A+	https://angel.co	https://www.linkedin.com/in/
Kayak	<u>Series A</u>	\$8.5M	Individual Angel	Somest.	A+	https://angel.co	https://www.linkedin.com/in/
					2007	121.00	
ShopSavvy	Seed		Individual Angel	Alexander	A - fmr CEO, ShopSavvy	N/A	https://www.linkedin.com/in/an
ShopSavvy	Seed	.700M	Architel LP	Scott	Discuss - CoFounder ShopSavvy	https://angel.co	https://www.linkedin.com/in/sc
ShopSavvy	Seed	.700M	Individual Angel	Scott	Discuss - CoFounder ShopSavvy	https://angel.co	https://www.linkedin.com/in/sc
							21
Square	Series A	\$10M	Individual Angel	Robin	A Competitor - CEO Operator?	https://angel.co	https://www.linkedin.com/in/rol
ShopSavvy	Seed	.700M	Canyon Creek Capital	Buck Jordan	A (Bridge to the A Round)	https://angel.co	https://www.linkedin.com/in/bu
BlueCava	Seed	\$1.5M	Individual Angel	Mark Cuban	A - Active	https://angel.co	v.linkedin.com/in/mark-cubar
BlueCava	Series A	\$5M	Mark Cuban Companies	Omar	A - Active	https://angel.co	https://www.linkedin.com/in/omarage
Square	Series A	\$10M	Individual Angel	Josh	A - Active Angel	https://angel.co	https://www.linkedin.com/in/jos
Wish	Seed		Caffeinated Capital	Rayn	A - Active angel	https://angel.co	https://www.linkedin.com/in/
Purch	Series B	\$33M	Highway 12 Ventures	Mark	A - just recently left Purch Board (https://angel.co	https://www.linkedin.com/in/ma
Purch	Series A2	\$1.5M	Highway 12 Ventures	Mark	A - just recently left Purch Board (https://angel.co	https://www.linkedin.com/in/ma
Purch	Series A	\$6M	Highway 12 Ventures	Mark	A - just recently left Purch Board (https://angel.co	https://www.linkedin.com/in/ma
CEO of eBates - h	uge exit with little ca	oital investment		Kevin Johnson	A - possibly	N/A	https://www.linkedin.com/in/kevinhjol
Jet	Seed	\$4.9M	Individual Angel	David Dector The M	A - Young, Active Angel	https://angel.co	https://www.linkedin.com/in/

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

Sample Research – Google Docs