

SMARTMONEY

STARTUPS

Year End Fundraising Sprint



Work Smarter
Execute Crisply

Your SmartMoney Team



Jeff (J.D.) Davids



Luis Berga

Program Schedule

Live Webinar Sessions:

~~Tuesday, March 7, 9-10:30AM Pacific Module 1: Introduction & Market Mapping~~

~~Tuesday, March 14, 9-10:30AM Pacific Module 2: Targeting Deals & Investors~~

~~Tuesday, March 21, 9-10:30AM Pacific Module 3: Fundraising Campaign Roadmap~~

Tuesday, March 28, 9-10:30AM Pacific Module 4: Email Templates & Investor Readiness Scorecards

Live AMA Sessions

Ask Me Anything:

Thursday, March 9, 9-10:30AM Pacific Ask Me Anything Session

Thursday, March 16, 9-10:30AM Pacific Ask Me Anything Session

Thursday, March 23, 9-10:30AM Pacific Ask Me Anything Session

Thursday, March 30, 9-10:30AM Pacific Ask Me Anything Session

Fundraising Sprint Mar 2017



Steve McCloskey



Keita Funakawa



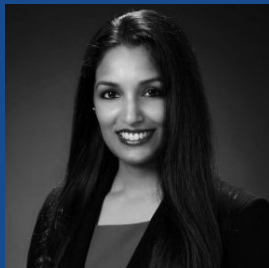
Edgardo Leija



Rich Goldman



Surra Yanamadala



Meena Sankaran



Tom Saftig



Kevin Harris



Chad Tytten



Corey Taylor

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

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

Company Name and	Financing Round	Financing Amount	Investor Company	Investor Name	Priority	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	A - fmr CEO Milo - 6 angel deals	https://angel.co	https://www.linkedin.com/in/jac
Kayak	Series A	\$8.5M	Kayak - fmr CoFounder	Paul English	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	Series A	\$8.5M	Fmr General Catalyst	Nite...	A+	https://angel.co	https://www.linkedin.com/in/
Kayak	Series A	\$8.5M	Individual Angel	Somesl...	A+	https://angel.co	https://www.linkedin.com/in/
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
Square	Series A	\$10M	Individual Angel	Robin	A Competitor - CEO Operator?	https://angel.co	https://www.linkedin.com/in/ro
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/m
Purch	Series A2	\$1.5M	Highway 12 Ventures	Mark	A - just recently left Purch Board	https://angel.co	https://www.linkedin.com/in/m
Purch	Series A	\$6M	Highway 12 Ventures	Mark	A - just recently left Purch Board	https://angel.co	https://www.linkedin.com/in/m
CEO of eBates - huge exit with little capital investment				Kevin Johnson	A - possibly	N/A	https://www.linkedin.com/in/kevinhio
Jet	Seed	\$4.9M	Individual Angel	David	A - Young, Active Angel	https://angel.co	https://www.linkedin.com/in/

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

The SmartMoney Method

1. Gorilla Buyers
2. Companies Acquired
3. Investors

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

LinkedIn

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 ▾

SERIES F	\$50M / Series F Nov 16, 2011 Investors: InterWest Partners Institutional Venture Partners (IVP) Storm Ventures Mayfield Fund Battery Ventures
SERIES E	\$25M / Series E Nov 17, 2010 Investors: Institutional Venture Partners (IVP) Storm Ventures InterWest Partners Mayfield Fund
SERIES D	\$10M / Series D Apr 27, 2010 Investors: Mayfield Fund InterWest Partners Storm Ventures
SERIES C	\$10M / Series C Sep 22, 2009 Investors: Mayfield Fund
SERIES B	\$8M / Series B Aug 12, 2008 Investors: Storm Ventures InterWest Partners
SERIES A	\$5.4M / Series A Oct 1, 2006 Investors: InterWest Partners

SEARCH



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](#)
- 🔖 JD Industries CA Deals [Edit](#)
- 🔖 Pharma CA deals [Edit](#)
- 🔖 SoCal-Relevant Industries [Edit](#)
- 🔖 All SoCal Deals [Edit](#)
- 🔖 Digital Media SoCal - Deals [Edit](#)

VentureDeal

Cost:
\$25 mo.

OVERVIEW

SERVICES

SEARCH

OPEN DEALS

ALERTS

REPORTS

FAVORITES

API

NEWS

SEARCH RESULTS

TRANSACTION SEARCH RESULTS

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

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

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.

Europe: \$50bn loyalty market
• 550m online users and strong smartphone penetration
• Fragmented loyalty market due to languages

India: \$14bn loyalty market
• 151m online users, rapid rise in smartphone penetration
• E-commerce and digital marketing landscape is rapidly catching up

Russia: \$7bn loyalty market
• 87m online users
• Well developed e-commerce and digital marketing industry. No strong online loyalty player yet.

Africa: \$7bn loyalty market
• 300m online users
• Promising e-commerce markets with growing marketing budgets (Nigeria, SA, Morocco, Egypt)

Brazil: \$8bn loyalty market
• 78m online users
• Developed offline loyalty market dominated by legacy players such as Multipass, Smiles and Dats

Southeast Asia: \$20bn loyalty market
• 200m online users
• Well developed offline loyalty market. Online market still fragmented and unoccupied.

Our platform is fully internationalized and our operations ready to continue our international expansion!

bonusbox | 2015



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
- Conekta
- 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 Name	Series	Amount	Date	Investor Name	Investor Type	Investor Stage	Investor Location	Investor Website	Investor Bio	Investor LinkedIn	Investor AngelList
Acme Corp	Series A	\$100K	01/15/12	John Doe	Individual	A	NYC	www.acmecorp.com	John Doe, 10 years exp in software	LinkedIn	AngelList
Acme Corp	Series B	\$200K	01/15/12	John Doe	Individual	B	NYC	www.acmecorp.com	John Doe, 10 years exp in software	LinkedIn	AngelList
Acme Corp	Series C	\$500K	01/15/12	John Doe	Individual	C	NYC	www.acmecorp.com	John Doe, 10 years exp in software	LinkedIn	AngelList
Acme Corp	Series D	\$1M	01/15/12	John Doe	Individual	D	NYC	www.acmecorp.com	John Doe, 10 years exp in software	LinkedIn	AngelList
Acme Corp	Series E	\$2M	01/15/12	John Doe	Individual	E	NYC	www.acmecorp.com	John Doe, 10 years exp in software	LinkedIn	AngelList

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
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
STARTUPS

A Fresh Approach
to
Startup Fundraising

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

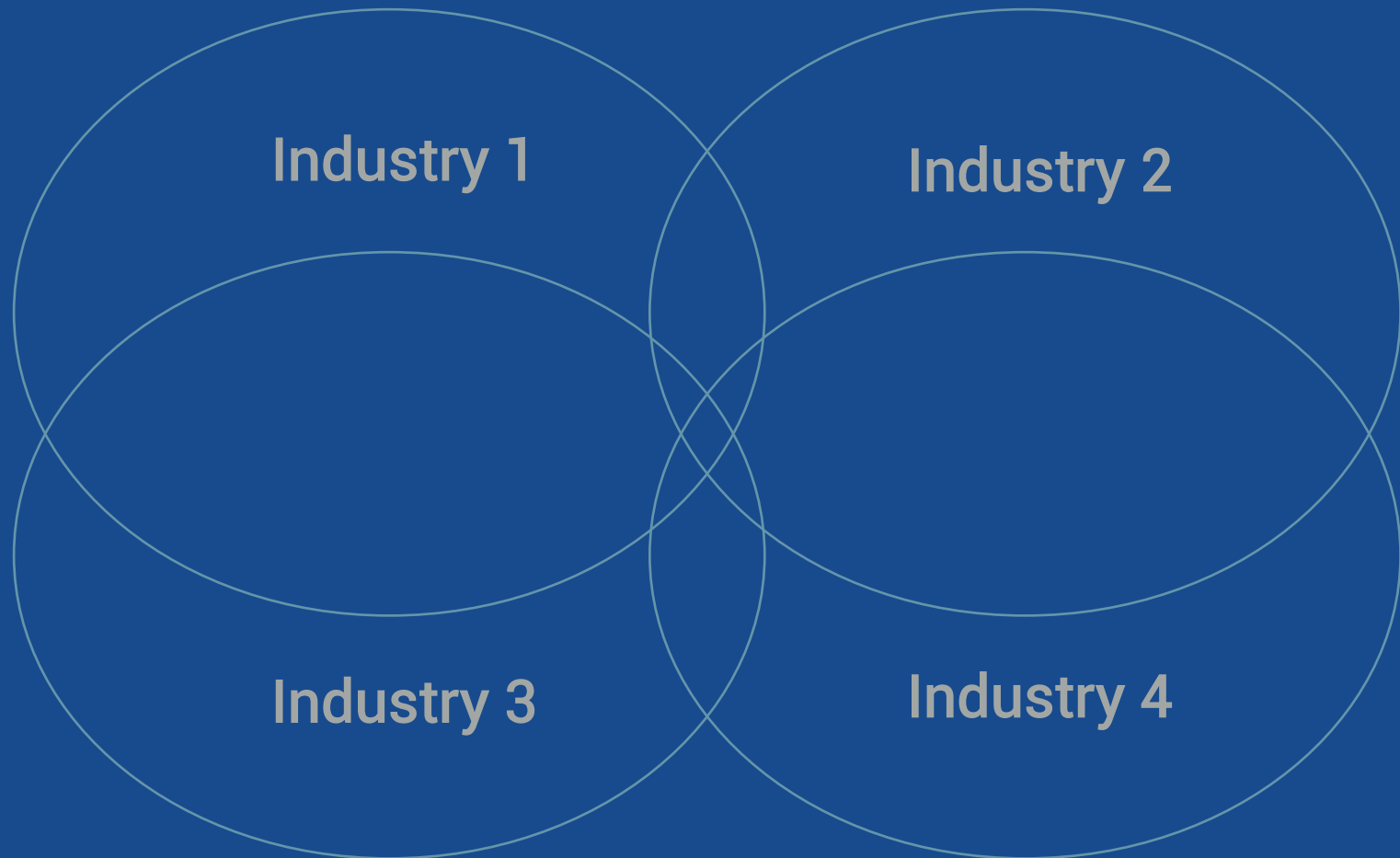
Insider Knowledge

RECENT CHECKS WRITTEN

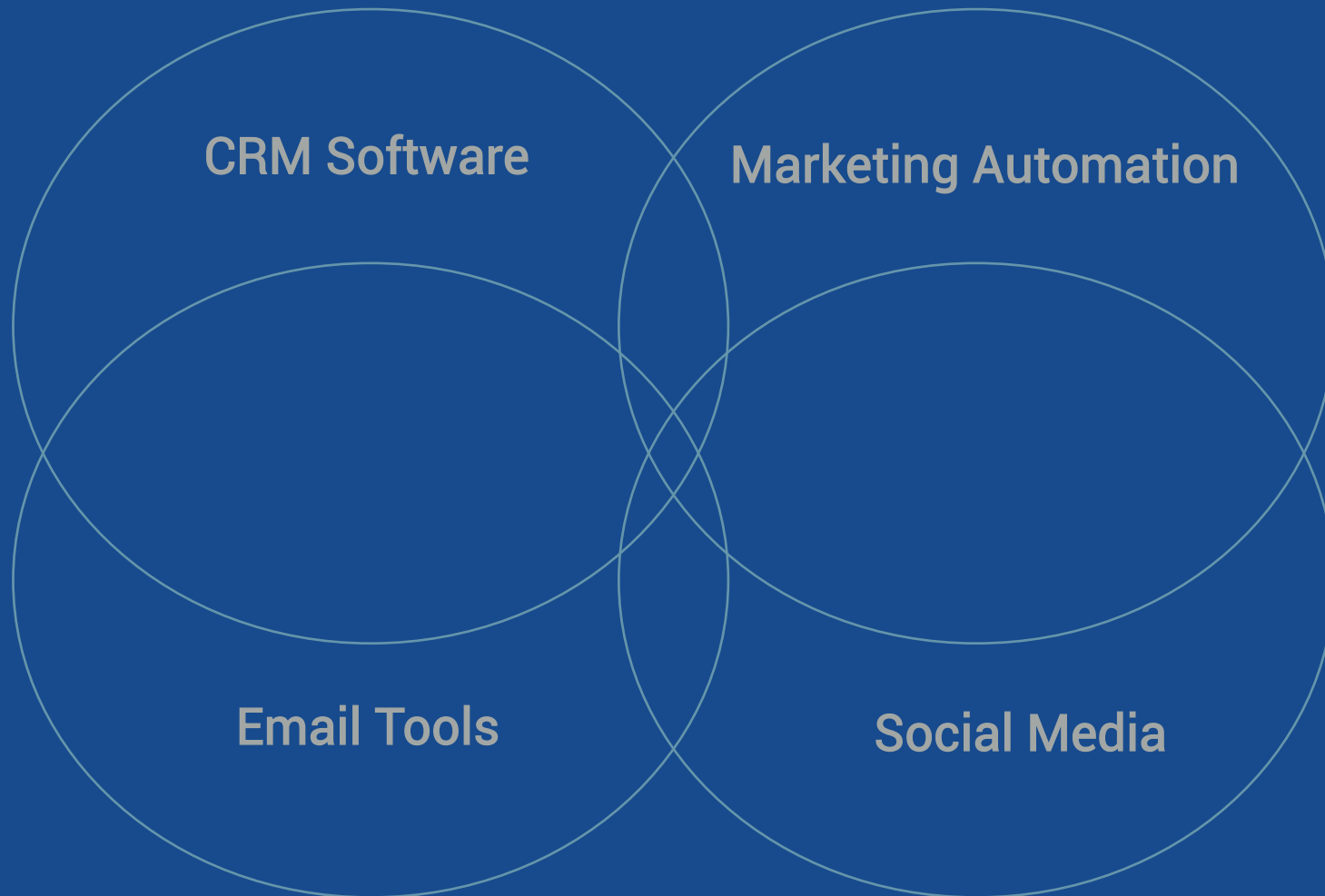
SmartMoney Investors Bring:

- 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 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

	INDUSTRY 1	INDUSTRY 2	INDUSTRY 3	INDUSTRY 4
1				
2				
3				
4				
5				
6				
7				

MARKET MAP

INDUSTRY 1

INDUSTRY 2

INDUSTRY 3

INDUSTRY 4

GORILLAS

- 1
- 2
- 3
- 4
- 5
- 6
- 7

	INDUSTRY 1	INDUSTRY 2	INDUSTRY 3	INDUSTRY 4
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

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	https://angel.co	https://www.linkedin.com/in/ap
Milo		N/A - Exec	Fmr CEO - Milo	Jack Abraham	A - fmr CEO Milo - 6 angel deals	https://angel.co	https://www.linkedin.com/in/jac
Kayak	Series A	\$8.5M	Kayak - fmr CoFounder	Paul English	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	Series A	\$8.5M	Fmr General Catalyst	Nite...	A+	https://angel.co	https://www.linkedin.com/in/
Kayak	Series A	\$8.5M	Individual Angel	Somesl...	A+	https://angel.co	https://www.linkedin.com/in/
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
Square	Series A	\$10M	Individual Angel	Robin	A Competitor - CEO Operator?	https://angel.co	https://www.linkedin.com/in/ro
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/m
Purch	Series A2	\$1.5M	Highway 12 Ventures	Mark	A - just recently left Purch Board	https://angel.co	https://www.linkedin.com/in/m
Purch	Series A	\$6M	Highway 12 Ventures	Mark	A - just recently left Purch Board	https://angel.co	https://www.linkedin.com/in/m
CEO of eBates - huge exit with little capital investment				Kevin Johnson	A - possibly	N/A	https://www.linkedin.com/in/kevinhio
Jet	Seed	\$4.9M	Individual Angel	David	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

Start Your Research

Sample Research – Google Docs