SMARTMONEY

STARTUPS

A Fresh Approach

to

Startup Fundraising

Fundraising Sprint Program

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

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

Fundraising Sprint Mar 2017

Steve McCloskey

Keita Funakawa

Edgardo Leija

Rich Goldman

Meena Sankaran

Tom Saftig

Kevin Harris

Surra Yanamadala

Chad Tytten

Jake Freeman

Corey Taylor

Fundraising Sprint Feb 2017

Nader Fathi

Savina Hawkins

Joel Russell

Remy Mraz

Viviene Francis

Ian DeVries

Alex Cano

Elite Mastermind Cohort

Bryce Klontz

Andy Kieatiwong

Troy McCasland

Fabrice Gould

Chris Fawcett

Emily Fawcett

1	Oct 2016	Surgical Devices	New View Surgical	Bryce	Klontz
2	Oct 2016	Nat Gas Engines	Dynamo MicroPower	Jason	Ethier
3	Oct 2016	Real Estate Software	Agent Squared	Troy	McCasland
4	Oct 2016	Retail Mobile Apps	Price Patrol	Vince	Marconi
5	Oct 2016	Retail Innovation	Stickshift	Chris	Fawcett
6	Oct 2016	Retail Innovation	Stickshift	Emily	Fawcett
7	Dec 2016	Marketing Automation	Diggen	Fabrice	Gould
8	Dec 2016	3D Printing Rocket Engines	Additive Rocket Corp	Andy	K
9	Dec 2016	Local Retail	The Dojo	Carlos	McCray
10	Dec 2016	Wellness Programs	Away 2 Heal	Marcella	Smit
11	Feb 2017	Big Data & Location Based Security	Kiana Analytics	Nader	Fathi
12	Feb 2017	Music Tech	Stat Soup	Savina	Hawkins
13	Feb 2017	Broadcast Sports Online Community	VIP Fights	Alex	Cano
14	Feb 2017	Broadcast Sports Online Community	VIP Fights	Greg	Smith
15	Feb 2017	Online Broadcast Wellness	MeTyme Networks	Remy	Mraz
16	Feb 2017	Home Goods - Custom Wellness	PilLoveTalk	Vivi	Francis
17	Feb 2017	Data Analytics/Tag Mgmt	TruMetrics	Joel	Russell
18	Feb 2017	Energy Storage Management	Balancell	Ian	DeVries
19	Mar 2017	VR for Molecular Modeling	Nanome	Steve	McCloskey
20	Mar 2017	VR for Molecular Modeling	Nanome	Keita	Funakawa
21	Mar 2017	VR for Molecular Modeling	Nanome	Edgardo	Leija
22	Mar 2017	Higher Education	Gtech	Rich	Goldman
23	Mar 2017	SaaS Software	Xcelad	Surra	Yanamadala
24	Mar 2017	Ride Sharing	Rumble	Corey	Taylor
25	Mar 2017	IoT Water Monitoring	Ketos	Meena	SanKaran
26	Mar 2017	Algorithmic Mammogram Diagnosis	CureMetrix	Tom	Saftig
27	Mar 2017	Algorithmic Mammogram Diagnosis	CureMetrix	Kevin	Harris
28	Mar 2017	IoT Enabling Platform	Koriist	Chad	Trytten
29	Mar 2017	IoT Enabling Platform	Koriist	Jake	Freeman
30	Mar 2017	IoT Enabling Platform	Koriist	Ron	Wangerin

Mission Focus:
Making the World a Better Place

Accelerating Commerce
Athlete Wellness & Audience Reach
Better Customer Knowledge & Service
Catapulting Drug Discovery Forward
Clean, cost effective energy
Community Connections
Connecting Consumers & Brands
Cost effective aerospace
Driving Manufacturing Costs down
Education Access & Quality
Human Wellness
Safety and Efficient Traffic flows
Saving Lives
Saving Lives w/Breast Cancer Detection
Streamlining Artist/Fan connections
Transportation Efficiency
Water Quality, food safety, childhood obesity

Ground War		Air War
Product Development		Mindset
Customer Development		Energy
Build your Team		Team
Raise Money		Resource Allocation
Investor Relations		Momentum

Energy Boosters		Energy Drainers
Ask for Advice		Doing it all yourself
Team Wins (celebrate the small ones)		Isolation
Strategy Meetings		Accounting/Taxes
Customer Validation		Resource Allocation
Shipping a Product		Momentum
Industry Conferences		
Community with other entrepreneurs		
Exercise/Recreation		
Social Media interactions		

Your “Tribe”

- Co-Founders
- Consultants
- Advisors
- Mentors
- Friends & Family
- Investors
- Customers
- Potential Customers

Proprietary & Confidential to Fronis Group

Your “Tribe”

- Keep them Updated
- Engage their help
- Regular updates for:
  - Current Investors
  - Advisory Board – Mentors – “Friends of the firm”
  - Prospective Investors
  - Webinars – Client example
  - January Update Email
    - Status
    - Draft & Review
    - Recipient List

Proprietary & Confidential to Fronis Group

Q & A

NEXT STEP

You’re an alumni…now what?

- Automatically enrolled in our SMS Alumni Mastermind Sessions
- Monthly AMA – similar to AMA’s during the sprint

Additional support:

- Premium Member
- Office Hours w/Luis or JD
- Refer a Friend

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