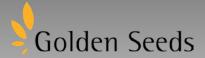


Office Hours

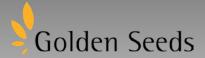


What is Golden Seeds?

Golden Seeds is dedicated to funding high-potential, women-led businesses for the purpose of participating in a successful financial return to our investors

Investment focus

- Gender diversity: C-level woman with a meaningful position, influence, and equity
- Sectors
 - Enterprise Services and Technology (B2B)
 - Consumer Products and Applications (B2C)
 - Health Care
- US domiciled



What is an Angel Investor?

- An individual who makes a direct investment of personal funds into an early-stage business venture
- Angels are typically "accredited investors" as defined in the Securities Act of 1933
- Angels often join angel groups for the benefit of deal flow, due diligence collaboration and deal influence - the <u>Angel</u> <u>Capital Association</u> is our trade organization



Angels vs. Venture Capital Funds

- Angels invest their own money and make individual decisions about which companies to invest in ("active investing")
 - They typically invest earlier than VCs and thus take on more risk
 - They invest in considerably more deals than VC's, but in smaller amounts
 - They are strong supporters of entrepreneurship and are often former entrepreneurs
- Venture Capital Funds invest on behalf of investors, known as Limited Partners (LPs),
 - LPs have no say in the investment process ("passive investing")
 - All investment decisions are made by the General Partners (GP's)
 of the fund.



What do Angel Investors Look for?

- An extremely capable and coachable management team
- A scalable business model with limited capital expenditure requirements
- Multiple streams of revenue (recurring is a bonus)
- An addressable market of >\$500M
- A clear, plausible exit strategy within 7 10 years
- Opportunities that resonate and can be accelerated with support from our angel investors and fund partners
- The business must be for profit, non profits do not qualify
- The industries supported by investors are: technology, life science or consumer products



Are You Ready for Angel Funding?

Almost all of the companies in which we invest meet these tests of readiness:

- Product is in beta (versus alpha) stage of development and has been created with input from clients or potential clients;
- Company has some "proof of concept" revenue, except for health care companies;
- Typical pre-money valuation below \$5M;
- Typically seeking to raise \$250K-\$2M;
- Consumer product companies that have annual run rate revenue of over \$1M and gross margins over 40%.



Creating an Effective Investor Deck (10 Slides)

- 1. What problem are you solving?
- 2. What is your solution to the problem?
- 3. Who has this problem?
- 4. Who are your competitors and why is your solution better?
- 5. How are you going to attract customers and how much will it cost?
- 6. What are your sources of revenue and gross margin assumptions?
- 7. Who is on your team and why have you chosen them?
- 8. How much money do you need and why?
- 9. How do you intend to give investors a return on their investment?
- 10. Summary: Why should we invest?



Top Ten Reasons Startups Fail

- No market need 42%
- Ran out of cash 29%
- Not the right team 23%
- Get outcompeted 19%
- Pricing/cost issues 18%
- User unfriendly product 17%
- Product without a business model 17%
- Poor marketing 14%
- Ignore customers 14%
- Product mistiming 13%

https://www.cbinsights.com/research/startup-failure-reasons-top



Advice to First-time Entrepreneurs

Without a startup track record, funding can be a challenge

- Communicate relevant experience
- Hire a compelling management team
- Surround yourself with experts (Board of Advisors)
- Show us some milestone accomplishments
- Consider joining an accelerator or incubator program
- Always have your 30-second and 2-minute elevator pitch ready
- Be authentic



Additional Suggestions

10

- Review Golden Seeds Investment Criteria
 http://www.goldenseeds.com/entrepreneurs/investment-criteria
- If you think you are ready to attend a NJ office hours register https://goldenseeds.com/entrepreneurs/office-hours/
- If you are a qualified New Jersey based company, NJ EDA has angel tax credits available https://www.njeda.com/angeltaxcredit/
- If you are a New Jersey based company, you might qualify for a rent grant at a qualified NJ coworking space https://www.njeda.com/njignite/
- If you are interested in attending an accelerator, here is a program that offers an entrepreneur many benefits to move to NJ after graduation https://www.njeda.com/njaccelerate/



New Jersey Centric Incubators

- 1776*
- Accenture Innovation Center
- Advanced Technology Laboratories
- Aha!
- Avaya Labs
- Business Energy*
- C3Workspace
- Celgene Incubator
- Co-Co Collaborative LLC*
- CoLab (BellWorks)*
- CoWerks*
- Cowork Street*
- EcoComplex*
- En Masse Coworking*
- Equal Space*
- FUSE
- In Mosaic
- Incutate*
- Industrious*
- *incubator qualifies for NJ Ignite program

- Kings Hall
- L'Oreal Innovation Lab
- Lakes Workspace
- LaunchPad
- Media Labs
- Nat'l Aviation Research & Technology Park
- NJ Bioscience Center*
- Office Evolution*
- Primework*
- Princeton Innovation Center BioLabs*
- Rutgers Eco Complex Incubator*
- Rutgers Food Innovation Center*
- Serendipity Labs
- SkyDesk
- Small Business Growth Center
- South Jersey Tech Park*
- SquareOne
- VentureLink*
- Work and Play
- WorkSocial*

Golden Seeds neither endorses nor vouches for the accuracy of the resources noted above. All information is compiled from public sources.



Startup Resources (NJ-Centric)

- Angel Capital Association
- Business Action Center
- Fashinvest
- FastTrac
- Founder Institute Startup Resources
- Founder Institute Ecosystem Canvas
- Jumpstart
- Kauffman Foundation
- Newark Venture Partners (Accelerator)
- New Jersey Ignite Workspace
- New Jersey University Entrepreneurial and Innovative Center: Princeton, Montclair, NJIT, Rutgers, FDU
- Small Business Development Center Rutgers, Newark
- Small Business Administration
- SBIR/STTR (Federal Grants)

- SheWorx
- Siskar.co
- Springboard Enterprises
- Tech Launch
- New Jersey Tech Council
- UCEDC
- NJ Pharma Resources:
- Pharma Tech Directory
- Pharma Manufacturing/Suppliers
- Association for Women of Science
- BioNJ
- BioPharma Networking Group
- Healthcare Business Women's Assoc
- Healthcare Institute of New Jersey

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Contact Information

Questions?

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