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DES MOINES, IOWA



Raising Capital Seminar

March 25, 2019



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RAISING CAPITAL SEMINAR

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Non-Dilutive \$

Mike Colwell



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Non-Dilutive Capital

- State IEDA Grant / Loan Programs
 - POCR
 - Demonstration Fund
 - Acceleration Fund
 - Expansion Fund
- SBIR / STTR – Federal Grants
- Corporate Programs
 - Wellmark Community Venture Capital Fund
- Pitch Competitions
 - Pappajohn Iowa Entrepreneurial Venture Competition

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Online Platforms

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Platforms

- Gust
 - Focused on finding Angel Groups
- AngelList
 - Finding Investors
 - Finding Employees
 - Finding Competitors
- Crunchbase
 - Finding Competitors
 - Finding Investors
- Pitch Book
 - Finding Competitors
 - Finding Investors
 - Finding Market Data
- F6s.com
 - Connect to Accelerators, Funds and Investors
 - Get help talent search, exposure and resources
- Non-Accredited crowd-funding

Why should you be online?

- It's part of your startup's resume and identity
- Documents your existence
- Recruiting tool
- Fundraising tool
- Single point of data-room dissemination

Gust

- Popular platform for pitch events
- Absolute necessity for angel funds and networks
- Startup controls access to their data
- Easy to share deal docs
- This is not a trivial exercise
 - Requires a time commitment to stay current

Gust – Best Practices

- Always upload a pitch video
- Ensure financials typed in are SAME as those uploaded in business plans
- Ensure an understanding of valuation, run rate, etc. when filling in numbers
- Review your one pager as most investors look at this document **first**
- Remove access from disinterested parties **Immediately**

AngelList

- Popular platform for accredited crowdfunding
- De-facto site for syndicated funding rounds
- A recruiting and fundraising tool

AngelList For Startups

- Profile needs to be simple, complete, fresh, and accurate
- Reporting needs to be frequent
- Video profiles a necessity
- It is also a social network
 - Ensure key connections properly documented – founders, investors, advisors
- Use this profile for recruiting talent

AngelList Investment Process

- VC / fund creates lead investment and invests money
- VC / fund creates syndicate (single purpose LLC)
 - VC representative is managing member
 - Syndicate members receive deal notification
 - First 98 syndicate members to fill round invest
 - Amounts may be varied amongst members
 - Closing in 2 to 3 weeks

AngelList - Post Investment

- Monthly / quarterly email reports
- Annual K-1 for interest / dividend if any
- First priority to follow-on future rounds if any
- Little to no control on exits / future rounds