



Startup Workshop

Single Point of Contact Document

A2E's Startup Workshop provides a live online remote Business Assistance Program to help early stage entrepreneurs develop a path to accelerated investment and/or growth. This is the Single Point of Contact (SPOC) document for the Startup Workshop service.

What the Startup Workshop service provides:

Startup Workshop provides a rapid path to accelerate growth and investment. Specifically:

- You get a rapid path to accelerate growth and investment, including:
 - An intensive business development process with your angel/advisor mentor
 - Access to proprietary videos and tools to help grow your company
 - Operate as long as there is mutual desire to go forward together
- You meet live online remote with your mentor for 30 minutes per week
 - Review the last week of effort and give and get feedback
 - Go over key issues, answer questions, and provides resources
 - Discuss what you will do next and how to go about it
- You use our proprietary tools and templates for development and planning to:
 - Develop a preliminary internal diligence document
 - Develop an executive summary of the investment opportunity
 - Develop presentation slides and practice/perfect your pitch
 - Build a “deal room” for investors moving toward investment
 - Create an investment instrument and proposed valuation
 - Build your process for selling to investors

One-on-one asynchronous:

Our workshops are one-on-one with your angel/advisor/mentor.

They are supported by online resources and capabilities.

They continue month-to-month at your pace.

What you get out depends on what you put in.

WE ARE NOT AN ANGEL FUNDING GROUP – WE HELP GROW COMPANIES

Our workshop provides a rapid process to finding your path forward

Please read the rest of this SPOC document carefully to maximize your benefit.



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Things you need to know

This workshop is:

- **LIVE** You **meet in real-time** with your angel/advisor/mentor.
- **ONLINE** You do this online using **your computer and the Internet**.
- **REMOTE** You do it from YOUR location – **no travel** is involved.

Pay as you go – self-paced:

The workshop starts when you are ready and a mentor is identified. It proceeds month by month until you are ready to move on or your mentor determines it is time for you to move on.

Outcomes:

There are normally one of three results form this process:

1. Some companies determine that starting a high growth business that is designed for investment by serious investors is not for them.
 - These companies save months to years of otherwise wasted effort by determining early that this path is not for them.
2. Some companies determine that outside equity investment is not the best path forward for them and decide to grow in a different path.
 - These companies find a better path for growth that will more likely work out better for them over the life-cycle of the business and pursue a better path for them
3. Some companies determine more definitively that equity investment is the path for their growth and develop their business toward this end.
 - These companies start to accelerate toward angel investment, in many cases forming an advisory board with Angel to Exit, and work toward investment-based growth.

The overarching agenda:

Startup Workshop provides a rapid path to accelerate growth and investment. This starts with the preliminaries and continues month by month until you are ready to move on to the next step. The general path is described here, but specifics are set by you and your mentor for the workshop:

- Onboarding
- Initial characterization of your company
- Setting up a schedule for progress
- Working through the unresolved issues (see standard coverage areas below)
- Developing needed resources (for investment)
- Developing your initial and follow-on presentations
- Risks today and how to bake them out
- Getting funded



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Standard Coverage Areas

- Introduction
- Executive Summary
- Overarching:
 - How does the enterprise describe itself and why this effort is being undertaken?
 - Standard evaluation
 - Business description as elevator speeches
- How the business works
 - Who sells what to whom and how?
 - Who does what to deliver and how do they do it?
 - How does who get paid how much and when?
 - What does it cost to do all this and what is left?
 - What is the total addressable market and when and how does it saturate?
 - How do we get our money back and when?
 - What could possibly go wrong with this?
 - From here forward and scalability
 - Where are we now?
 - Where are we going?
 - How and when will we get there?
 - How will we measure it (milestones)?
- Critical issues:
 - What is the cash flow problem and how does funding fix it?
 - What other resources will/do you need to succeed?
 - How do you keep out the competition?
 - What are the scalability-related challenges and how are they met?
- Company provenance
 - How did you come to be?
 - How did you come to me?
 - What do you want from me?
- The Team
 - Management
 - Technical / Operations
 - Other workers
 - Partners and other similar relationships
 - Suppliers and Vendors
 - Sales and marketing team and channel partners
 - Board of Directors
 - Advisors and other special relationships
 - Growing the team with time
- The offering and the exit
 - How much money do you need, when, and why?
 - How much is the round over what period?
 - What is your runway, burn rate, and their changes with time?
 - How will you spend the investment?
 - The valuation, basis, and instrument
 - Future dilutions and what you will ultimately need to get to exit
 - Time to exit, exit types, partners, comparables, and state of negotiations
 - Communication with investors
 - Investor support other than financial
 - Sustainability and impact of the business and its components



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Standard Coverage Areas (Cont)

- **What is the go to market strategy?**
 - The go to market strategy matrix
 - Who are the customers
 - How many are there
 - What is it about them?
 - The marketing mix
 - How do you get them to buy (the sales sieve)?
 - Cost of customer acquisition, retention, and ROI
 - Sales volumes over time (including saturation)?
 - The Competition
- **Other business factors**
 - Intellectual property
 - Relationships, alliances, and contracts
 - The race
 - The market maturity model
 - What are the Strengths, Weaknesses, Opportunities, and Threats?
 - The special sauce
- **Financial plans and projections**
 - Pro-forma sales, COGS, overhead, EBITA, investment, and cash
 - Cost Controls
 - Capitalization
- **Execution**
 - Research and development
 - Operations
- **Legal and regulatory issues**
 - Basics of the entity
 - Contracts and related issues
 - Intellectual property and related issues
 - Insurance issues
 - Investment contract issues
 - Encumbrances
- **Identified Risks**
 - ISO 31000:2009 Clause 2.1 Risks
 - Identified ordinary business risks
 - Identified additional risks specific to this business
- **Other relevant information identified**

Checklist for Starting Your Workshop

What	Done?
Respond to your invitation in the affirmative	
Subscribe to the workshop once we provide you with the link to do so	
You will be contacted by return email with initial information for your onboarding	
Schedule the weekly meetings in your calendar for all of the weeks of the session	