



Q2 2023

# Angel To Exit

## We Help Grow Companies

### Welcome to our quarterly update!

This version of our quarterly update is the next of an ongoing series of reports on progress of A2E and our portfolio companies.

### Our Sponsors

#### Management Analytics

Angel to Exit and this update are sponsored by Management Analytics. They provide technology, execution support, and trusted cyber capabilities for A2E and select clients, partners, and others.



Management Analytics provides governance technology and advisory services, litigation support, business growth services, and the longest standing content repository on the Internet for cybersecurity issues, through the all.net Web site.

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## Welcome to A2E

We help grow companies

We do this by working with CEOs and their executive teams to bring them opportunities and advice. For early stage companies, we do this for equity and partially deferred compensation. So we only succeed if you succeed.

We work with companies at all stages and in virtually every vertical, covering governance and management, go to market and sales strategies, execution and fulfillment, special sauce and intellectual property, financial situation and path forward, and legal, regulatory, and negotiations support.

The 4 questions we always ask before going into the details:

- What do you call it and what does it do?
- Who sells what to whom and how?
- Who does what to fulfill the promises and how?
- What does it cost and what is left?

To become a member of our community, all you have to do is [join our email list](#). You will get free access to advice, technology, and events, and have opportunities for additional for-fee offerings.

## Community standards

We have standards of behavior that bind us together.

### Honesty and Integrity:

- Always tell the truth and try not to bend it.

### Kindness:

- Recognize that we all have challenges and accept imperfection.

### Directness:

- Get to the point. Say what you mean and mean what you say.

*It's kinder to be direct and honest than to just try to make folks feel good*

### Fun:

- The secret to a good life is smiles minus frowns. Bring joy to the table.

Expert Advice
Advisory Boards
Go To Market Partners
Investor Push
Workshops
Technology
GWiz™
Diligence
Free Articles and Videos
Open Access Tools
Events
Go To Angel
The Cyber Show™
Monthly LOR Discussions
CEO's Forum

## Companies and Metrics

**GWiz™** provides a portfolio view of community members making their information available to others in the community. We provide a rolling update of participants, providing metrics used to help see where we are and where we wish to go. Contact information and drill-downs are online in these permanent listings when you drill down.

**Click for details on each company.**

A2E Tools

Resources: A2E.co

- Free Videos
- Free Articles

Portfolio companies and companies using our SaaS platform also have access to drill-down diligence and data room access to help manage their company and support potential investors drilling down into their specifics for due diligence. Easier for investors, and demonstrating the ability to manage the complexity of a growth company – a great combination. For a quick briefing on some of these tools and how they fit together, click on the picture. A more complete demonstration of how to use the metrics is available [here](#).

## **Quarterly Case Study: Starting Startups**

Angel to Exit has partnered with OI5 to create a series of companies in the cybersecurity field. The goal is to start 1 company per month (averaged) over the year.

We got off to a slow start with our first opportunity turning into a decision not to start the company. As we worked through it, we found that there was not enough of the required combination of things to become successful, in our judgment. So we moved on.

We have started to start another 2, one in April, one in May. If we move them forward, they will be formally formed in August and/or September. We are looking at about 8 opportunities today, and there is a good bet that we will end up starting 4 of them within the next few months. But this will still have us fall short of 12 by end of year.

Of course, the closer we get to the end of the year, the harder it gets to meet our objectives. Right now, we will have to start about 2 per month to meet the goal, but of course meeting the goal is not the end all and be all of the effort. A large part of it is creating the conditions for effective and efficient starting up of reasonable companies that have a decent chance of success.

Starting from our existing ecosystem, we have built up some capabilities over the first half of 2023 that are starting to come together. They include

- A team of executive assistants to help reduce the CEO load.
- A financial team to help create and do the books, projections, etc.
- A legal team that is creating standard agreements for the companies
- A sales team for finding, qualifying, and introducing leads.
- A team of marketing specialists engaging with the companies.
- A technical team that can create and customize technologies.

In short, the things you need to build a business are operating already, and to get started, all you need to do is come with the right idea, the right CEO, and the right business development person, and you can get started in less than 90 days. It's an experiment that may fail, but if it succeeds, we will be accelerating acceleration to a new level.

## New Online Content

We try to provide new content each quarter to help companies get direct and useful advice without a big sales pitch. Try it - you'll like it!

Our newest tool is the Go To Market Analysts Workbench. Details are available on the Web site.

<input type="checkbox"/> Always taking in information (antennas up)	<input type="checkbox"/> Highly productive	<input type="checkbox"/> Another thing to get	<input type="checkbox"/> "Trust the Science: A Reliable, Exact, and Trustworthy Approach to Professional Growth and Security."
<input type="checkbox"/> Believe science and R&D are credible	<input type="checkbox"/> Intellectual Atmosphere/Ambiance	<input type="checkbox"/> For the discerning buyer	<input type="checkbox"/> "You're Great - Top Quality, High Quality, Excellent Service, Good Service, Brand You Can Count On, Saves Time, Saves Effort, Highly Productive, Reliable Approach, Anywhere, Everywhere, Global, Near You, On Time, On Target, Customized, Semi-Custom, Most Trusted, Trustworthy, Trusted, Referrals, Safe, Relied Upon, Complete, Secured, Meets Security Standards, Compliant With Security Requirements, Customized, Skills, Global Network, Strong Network, Global Partners, Regional Partners, Strong Partners, Best Technology, Strong Technology, Safe Technology, Professional Atmosphere/Ambiance, High Value, Relationships, Prosperous, Friendly, Low Difficulty, Unique, Rare, Personal Growth (Career Success), Fastest (in Context), Exciting, Top Security, Top Ethics, High Ethics, Community Leaders, Outstanding Network, Focused Network (Strong Team), Unique Technology, Purposeful, Competitive, Private - All in One Place!"
<input type="checkbox"/> Change leaders	<input type="checkbox"/> Knowledge	<input type="checkbox"/> For the eclectic in you	<input type="checkbox"/> Experience the unique benefits of our easy to use, get to, and time-saving services - highly productive, available anywhere and everywhere, on time and on target, trustworthy, referenced, cited, reliable, complete, relevant, objective, knowledgeable,
<input type="checkbox"/> Confident enough to experiment	<input type="checkbox"/> Low difficulty	<input type="checkbox"/> Hot new stuff	
<input type="checkbox"/> Curious	<input type="checkbox"/> Meets security standards	<input type="checkbox"/> Imagine	
<input type="checkbox"/> Enjoy the challenge of problem solving	<input type="checkbox"/> Most Trusted	<input type="checkbox"/> Informative	
<input type="checkbox"/> Future oriented	<input type="checkbox"/> Near you	<input type="checkbox"/> Interesting	
<input type="checkbox"/> High self-esteem	<input type="checkbox"/> Objective	<input type="checkbox"/> International/Global in nature	
<input type="checkbox"/> Information ready	<input type="checkbox"/> On target	<input type="checkbox"/> Lead the change	
<input type="checkbox"/> Make the highest number of financial transactions	<input type="checkbox"/> On time	<input type="checkbox"/> Not just aware	
<input type="checkbox"/> Most receptive to new ideas and technologies	<input type="checkbox"/> Patented	<input type="checkbox"/> Puzzle this out	
<input type="checkbox"/> Skeptical about advertising	<input type="checkbox"/> Personal growth (career success)	<input type="checkbox"/> Science-based/well researched	
<input type="checkbox"/> Sophisticated	<input type="checkbox"/> Private	<input type="checkbox"/> Something interesting	
<input type="checkbox"/> Successful	<input type="checkbox"/> Professional Atmosphere/Ambiance	<input type="checkbox"/> Sophisticated	
<input type="checkbox"/> Take Charge	<input type="checkbox"/> Prosperous	<input type="checkbox"/> Try something new	
	<input type="checkbox"/> Purposeful	<input type="checkbox"/> You decide	
	<input type="checkbox"/> Quick	<input type="checkbox"/> You're great	
	<input type="checkbox"/> Rare	<input type="checkbox"/> You're in charge	
		<input type="checkbox"/> You've made it	

### GTM - Go To Market Analysts

Every month Fred tries to write an article on something you might want to know. Hopefully it will help you succeed where others have failed. From Q1:

- **2023-06: How to send and respond to email advertising**
  - Email advertising is a bane and a boon. The problems largely come from bad advertisements by folks who just want to get in lots of other peoples' faces. A good email ad should ... read the article.
- **2023-05: What should be in your pitch deck?**
  - Getting tired of all the advice out there about how to pitch what to pitch? Here's our plainspoken version of how to decide what to include and what to leave out.
- **2023-04: Risk ratings**
  - This article describes how we rate risks in startups. It goes into specifics including an example, to explain how investors may reasonably view startups in order to place their bets.

## The Numbers

The Cyber Show has now been on the air for 35 weeks and still going strong. We have had more than 30 presenting companies and an estimated weekly audience of more than 100,000 listeners. Cool... And the more interesting side effect is that we are finding more synergy with more investors and customers than in any other media we have tried.

## From Angel to Exit

People ask how we got our name. Many of you think of us as angel stage only. But A2E is about crossing the Rubicon<sup>1</sup> to help grow companies.

### We help companies at all stages of development:

- **Startup:** Just forming a business and trying to get it going
- **Emerging:** Starting to get traction and getting ready for funding
- **Established:** Funded and going and trying to grow more quickly
- **Market leading:** Moving toward exit and seeking exit partners

### From concept to acquisition:

New ideas turn into startups which we help get going. They go through friends and family support and, depending on their path forward, need to gain access to capital, help growing and maturing, and ultimately, they exit.



**From Angel to Exit**

## Current Advisory Clients

Current advisory clients (\*with equity positions) include:

<b>Name</b>	<b>Current Advisory Client Descriptions</b>
<b>Advenworks</b>	Online game studio – in the investor push program
<b>Influenceless</b>	Countering influence operations against enterprises*
<b>Pathfinder OT</b>	Finding a path forward for Operational Technology Cyber Security*
<b>IZen AI</b>	Global training and education platform for 24x7 online education*

For more information on advisory services, **become a member**, or visit **A2E.co**



1 This is not to indicate that we would in any way violate the law to help grow companies. See <https://www.merriam-webster.com/dictionary/Rubicon> for more details.

## Active Portfolio Companies

A2E or the managing member has equity positions in these companies:

<b>Name</b>	<b>Current Portfolio Company Description</b>
<b>AIRE</b>	AI Real Estate services provides a uniform interface accessible when offline for real estate professionals. [3]
<b>Alpha Recon</b>	Alpha Recon is the state of the art in real-time alerts and response for campuses, enterprises, and remote workers. [12]
<b>Alterna Card</b>	Debit cards for the underbanked and unbanked legal Hispanic populations of the Americas. Replaces payday lending, check cashing, and supports overseas family cards. [12]
<b>Angel to Exit</b>	This company. [25]
<b>AugaTerra EBC</b>	Land on the Water. [14]
<b>BetterMynd</b>	Online psychological counseling for universities the removes stigma, improves service, and reduces cost. [31]
<b>CalCyCom</b>	Cyber Compliance Platform [4]
<b>CyDigital</b>	Digital advertising in the post-cookie era [2]
<b>eKids Power</b>	Empowering children for their health and wellness [3]
<b>Elev8</b>	Automating law offices in the cloud [5-]
<b>EnamelPure</b>	Laser-based cleaning, whitening, and imaging for dentists [12]
<b>EnertaiBall</b>	Instrumented baseball for helping teach pitchers how to throw better, faster, more physically sustainable [3]
<b>FireBot</b>	Above the stove-top detection and suppression of fires [14]
<b>Got Spot</b>	Lease commercial space on an as-needed basis (like office space but not) [3]
<b>Gourmet Miles</b>	Nutrition tacking and restaurant loyalty application including calorie and other food property tracking [3-]
<b>GSG4</b>	Global Support Group for Executive Support Services [5]
<b>Influenseless</b>	Countering influence operations against enterprises [4]
<b>IZen AI</b>	Global training and education platform for 24x7 online education with labs, videos, articles, games, and more. [MA]
<b>Linqto</b>	FinTech company supporting the investment and financial community and their events. [12]



<b>Name</b>	<b>Current Portfolio Company Description</b>
<b>Magna Bid</b>	Name your own price for medical services. For medical procedures direct between patients and doctors. [3-]
<b>Management Analytics</b>	An IP technology portfolio company. Also provides technology and services to support A2E, other entities. [25]
<b>OtoNexus</b>	A patented Doppler ultrasound medical device to instantly and accurately diagnose middle ear infections. [12]
<b>Peek Technologies</b>	Nanotechnology platform to measure chemistry and detect biologicals. Better, faster, less expensive measurement for SMBs, home users, and small and mobile labs. [-]
<b>Power Grow</b>	Building and operating industrial scale greenhouses that are largely self-sustaining, increase yield, and reduce cost. [12]
<b>RnD Group</b>	Helping cyber security companies get grants.[5]
<b>Surveillance Grid</b>	Information technology force multipliers for public safety; integration, maintenance, and support. [35]
<b>SST Wireless</b>	Industrial wireless technology built for purpose at high volume. [12]
<b>TurnKey</b>	Video surveillance system operational status (not content) monitoring, and repair, focused on hospitality. [35]
<b>vCandidates</b>	A platform to support higher quality employment services, with in-depth tools for candidates, recruiters, and jobs [12]
<b>Weft-Tex</b>	New technology bedding company with a line of mattresses and related special material bedding. [25]

### **Current portfolio companies**

[ ]	Indicates
1	Funded in at least one round
2	Completed diligence process
3	Never completed diligence
4	Still in diligence process
5	Lifestyle business
-	Failing or just failed
MA	via Management Analytics



There is an apparent correlation between completing our diligence process and each of:

- (1) outside investment funding
- (2) not failing as soon (or at all)

There is also a correlation between choosing a lifestyle business and not completing diligence.

Note: Failures ultimately fall off the list (15[10] to date). The correlation of failure [without complete diligence] is even stronger than the current portfolio suggests. Successful exits are not listed (no longer portfolio)

## **A2E: 6<sup>th</sup> largest accelerator in Silicon Valley Region**

According to the [San Francisco Business Times](#), Angel to Exit was the 6<sup>th</sup> (by number of participating companies) "Largest Greater Bay Area Incubators and Accelerators" in 2020 thru 2022. Who was ahead of us? StartX, Plug and Play, Y Combinator, Berkeley SkyDeck, and MBC BioLabs.