

10. CONNECT the CAPITAL

DELIVERABLES:

Startup Funding Broker

- Does "blind" due diligence for investors
- Impartial, independently funded
- Points founders to resources they need to be investor-ready

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Diagnose
Direct Entry
to CAPITAL
US in STACKED
CAPITAL Act

The American Dream Fund
"Where the
dream meets
the film."
A national campaign ^{bridge} ^{Foundations}
corporations + connects to deploy ^{capital}
Philanthropic ^{in a local} context
fund to unlock
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the flow of ~~funds~~
capital to support
ecosystems builders
& deploy ^{money} ~~capital~~
to under served
entrepreneurs
throughout the US

INSIGHT:

Holistic
view of
capital
needs +
sources

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NAME

"Good Deal Guide"

TEAM MEMBER NAMES

Beth McKeon

Kim Lane

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Jess Canedo

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Kate Stewart

Dustin
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DESCRIPTION

Defining a "good deal"

infographic that highlights

- Nontraditional structure - supporting (+ fund/biz)

- implicit bias - addressing

- Educating investors + entrepreneurs

- Stage appropriate

Deliverable Name: Good Deal Guide

Mission Title: 10

CONNECT
THE
CAPITAL

Table: 49

Description

what are you delivering today?

~~Matrix that includes~~
~~Type of business/opportunity~~
~~Capital (potential)~~
A broker that helps startups/early-stage businesses connect in a way that removes the potential for bias

Application

how does it work? how will it be used?

The good deal guide acts as a centralized broker of deals - offering dealflow to investors and potential support for startups

Impact

how will it help ecosystem builders?
what systemic issues will it address?

This will result in more deals for entrepreneurs from overlooked backgrounds in tech.

Team Members

who is working on this? include contact info and any future plans or commitments

Partners & Resources

what partners and resources should be engaged going forward?

Next Steps

what should happen next? where would you like to see this go in future iterations?



STANFORD
LATINO ENTRE.
EXEC ED
INTRO TO FINANCING INVESTOR
KEY PART OF
PROGRAM

YC
Rise Fund

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Connecting
people in your
networks to
create "friends &
family"

CONTRIBUTIONS

explore/invite outside
investment groups w/
good fit to establish
local branch.

develop "in-kind"
b2b distributed
networks to
provide resources
& capacity to startups
in specific clusters

Resource
Rail

VIRAL/
Founder
Broadmap

Local gov \$
for inclusivity &
entrepreneurship

Build regional?
statewide
collaborative
dealflow -
investor
networks.

Leveraged
capital
products
(secondary mkt,
Fund @ Funds)

Implicit
Bias
Education for
Investors / Bankers,
Philanthropy

non-profit
\$ supported
microVC
INMATION

Deal flow

non competitive
local deal flow

uneducated
community
members/
investors

no access to
wealthy friends
+ family
(need help w/
startup costs)

unlocking existing
capital
Risk adverse
capital

system
+
Individual
Bias

non-white male
fund managers
or funding
decision makers

Disconnect between
entrepreneur &
investor expectations

education for
entrepreneurs
! investors

Education

education of
founders AND
investors about
ways to fund
diverse biz
models

risk-averse
investors
(prefer tradit.
industries)

Lack of Due Diligence
capacity for smaller
investors

Nontraditional
Structures

Lack of
product
to support
diverse
investment

funding for entrepreneur
who don't fit traditional
VC but beyond debt

Type of
capital &
financing

Friends/
families

Deal
structure

debt
equity
rev share

Stage of
company

Type of
company,
biz model

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late

early

Low risk
Low return

High risk
High return

Gender screen
T
F

NAME

"Good Deal Guide"

- Team Names
- Jess Conrado
 - Melissa Bradley
 - Charles Barnes
 - Clara Grant
 - Debi Whitman
 - Kate Hadel
 - Kate Skur
 - Dustin Shay

DESCRIPTION

finding a "good deal"
 - specific that highlights
 - traditional structure - supporting (+ fund/biz)
 - pitch bins - addressing
 - educating investors + entrepreneurs
 - stage appropriate

Systematic risks and biases

- Investors not fund managers or funding decision makers
- Structural barriers
- Lack of product to support diverse entrepreneurs
- Education of founders and investors about ways to fund diverse founders

Education - general understanding
 Ecosystem mapping

10. CONNECT the CAPITAL DELIVERABLES:

INSIGHT:

Holistic view of Capital Needs + Sources

92% of investment teams are white male
 90% of VC goes to white males
 10% goes to women
 3% goes to EoC
 1% goes to women EoC

too many opportunities / hard to sort

Network access for untapped founders

Quality deal flow getting investors to talk

Connecting to Pioneer Gap Capital

Understanding if something is VC investible

untapped - overbooked background access to capital / bias

noncollateral-based financing apps
 Risk averse capital

Unlocking existing capital

Non traditional structure

Uneducated investors
 Men-focused

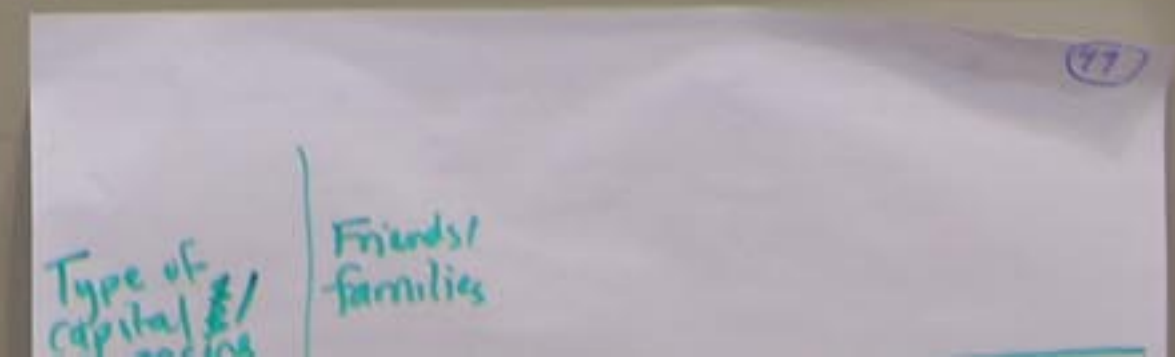
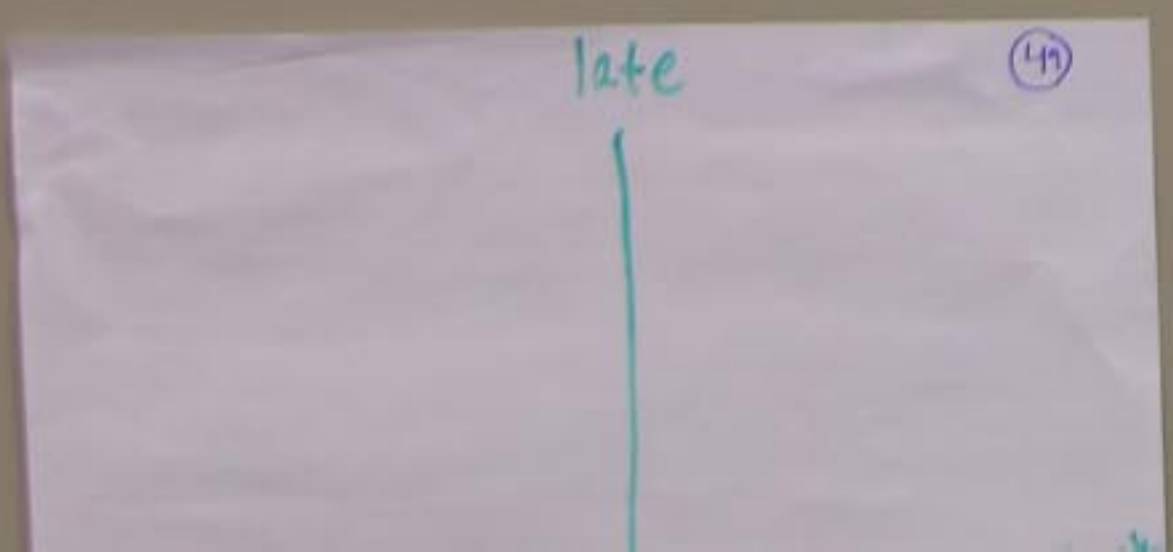
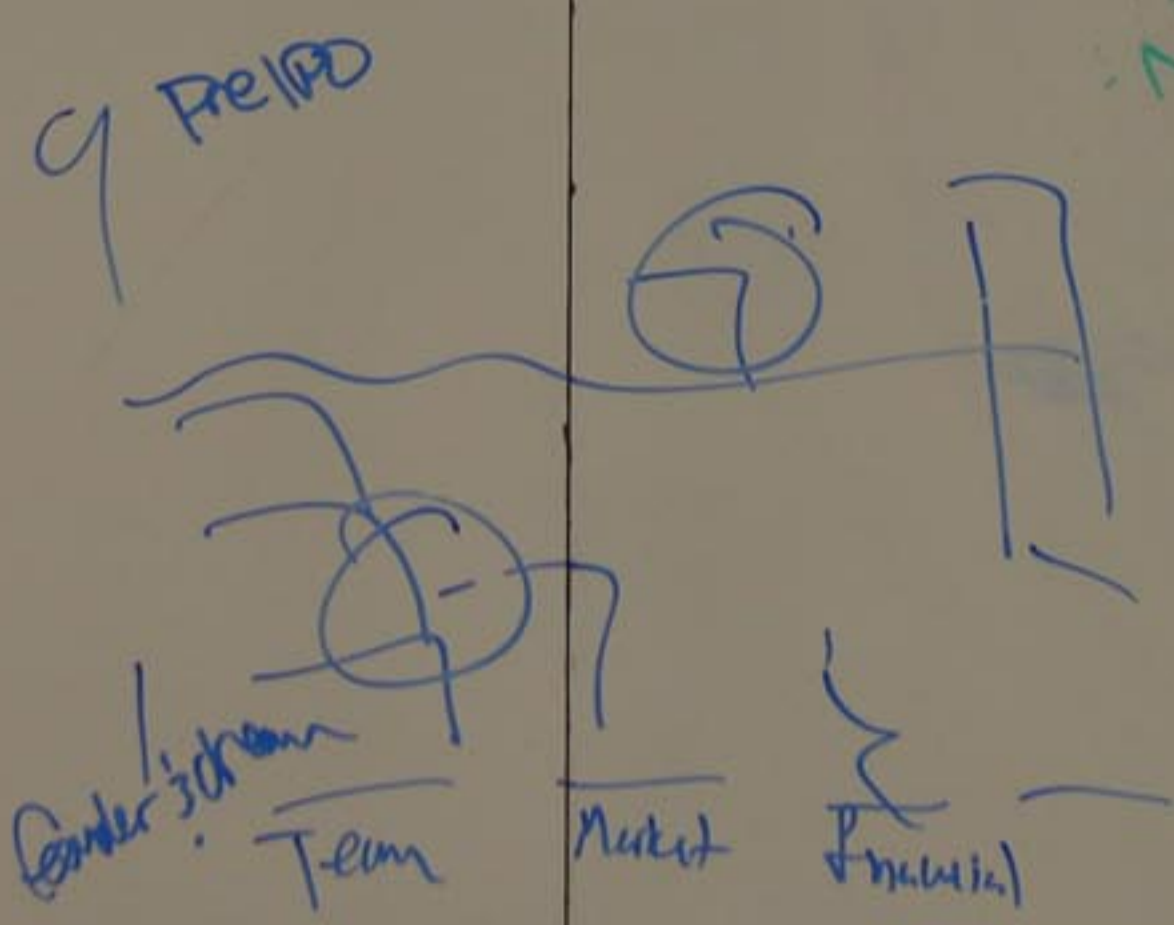
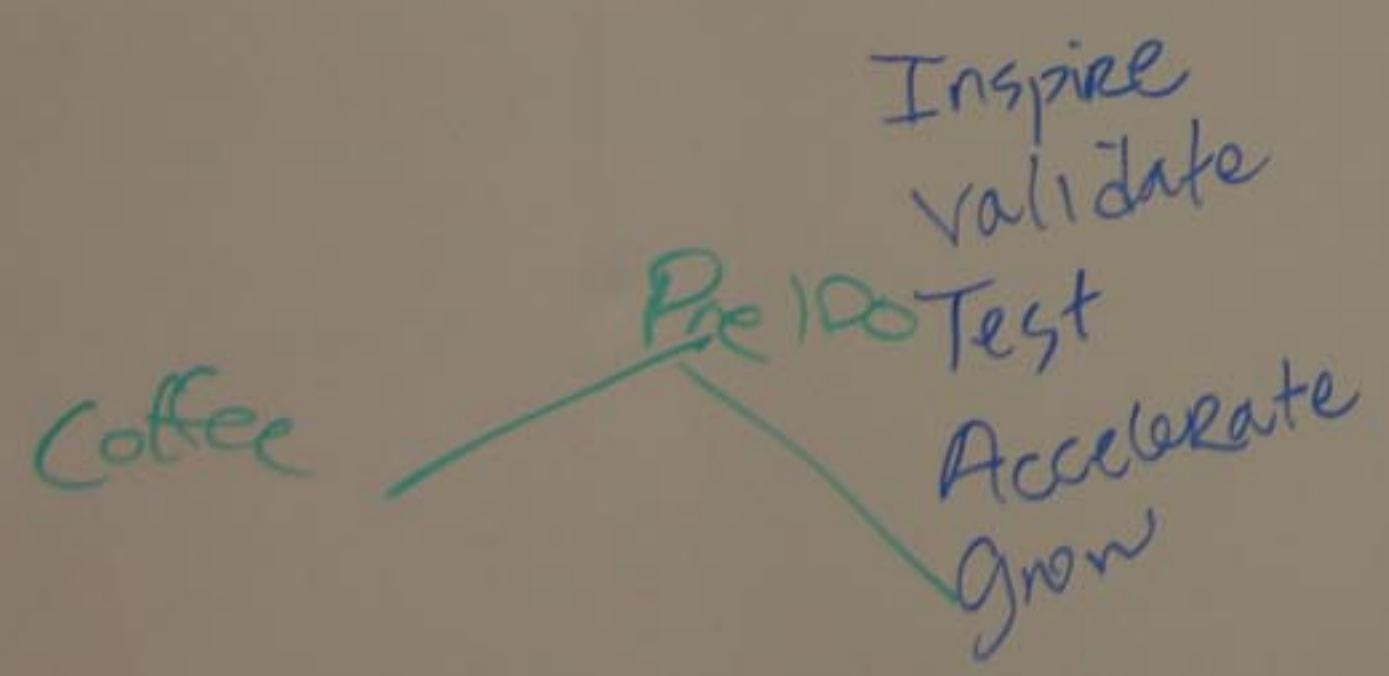
deal flow (bad content going to opportunities)

investment vs philanthropy
 Over-reliance on equity

Keeping impact in community

Exposure to different communities / ideas

Small funds / economies of scale for funds for untapped founders



VC Receipt

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CONTRIBUTIO

Resource Trail

VRAL / Founder Roadmap

Leveraged capital products (country and fund of funds)

Implicit Bias Education for Investors / Entrepreneurs

non-profit support microVC network