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Investor Roundtable Session

Overview:

We have developed the CBIS Investor Roundtable Session to further our mission to bring together entrepreneurs and investors through meaningful interactions and engagements, fostering growth and helping build high-growth, sustainable businesses. We have handpicked leading investors that can provide expertise and insight across various aspects of investment for our entrepreneurs, from angel investment to venture capital, debt investment to grant funding, and even sector focus (from clean tech to CPG and beyond).

Our goal is to provide value to the CBIS entrepreneurs, investors, partners, sponsors, and media through these dynamic forums and interactions.

Investor Roundtable Participants:

Table 1. DFJ Frontier



Company Description: DFJ Frontier provides support to help turn ideas or technology into a self-sustaining business. DFJ seeks out entrepreneurs who have the energy, discipline, and courage to create something from nothing. DFJ is particularly interested in emerging technologies and considers any market driven technology opportunity including software, information services, biotechnology, nanotechnology, and alternative energy. DFJ Frontier helps refine business plans, recruit and interview key employees, identify and contact potential partners and customers, secure additional funding, and successfully manage exit alternatives.

- Active venture capital organization
- Network has over \$5 Billion under management to fund entrepreneurs
- Invests in emerging technology start-ups
- Interested in market driven technologies

Investor: Will Geiger

Table 2. CircleUp





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Company Description: CircleUp is an online private company investment platform. They provide accredited investors free access to direct investments in high-growth consumer product and retail private companies that were previously difficult to identify and access. For retail and consumer product entrepreneurs, CircleUp offer's an efficient way to access a network of sophisticated investors as well as value added partners.

Investors can review a curated list of private company investments, ask questions to the management team, request product samples and complete their private company investment online via CircleUp.

- Online private company investment platform where accredited investors can make direct equity investments
- Interested in midlevel entrepreneurs in the consumer-products industry
- Started in 2012, CircleUp has successfully raised money for 9 companies, each averaging just shy of \$1 million in funding

Investor: Ben Lee

Table 3. NGEN Partners



Company Description: NGEN Partners is an active venture investor committed to backing world class entrepreneurs seeking to change industries through innovation, creativity and the promotion of environmentally sustainable products and services. Founded in 2001, NGEN Partners invests in companies that positively improve the environment and human wellness. They seek entrepreneurs with unique business models and differentiated products and services, capable of rapid growth and sustained profitability. They invest in and alongside these entrepreneurs, helping them grow and sustain category leaders. They focus investment throughout North America, and have offices in California and New York. We seek to partner with strong, proven entrepreneurs who are based in the United States or Canada and who are capable of operating globally.

- Active venture investors dedicated over the long term to identifying and backing world-changing sustainability ventures
- Interested in Health & Wellness, Environmental Sustainability and Digital Sustainability
- NGEN typically invests \$3-15 million in companies with differentiated value propositions and large addressable markets



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- Of the greater than 700 venture funds that have invested in the sustainability and wellness sectors over the past several years, NGEN and fewer than 10 others have made 10 or more investments per annum

Investor: Steve Parry

Table 4. Keiretsu Forum



Company Description: Keiretsu Forum is a global investment community of accredited private equity angel investors, venture capitalists and corporate/institutional investors. Keiretsu Forum was founded in the San Francisco East Bay in California in 2000 by Randy Williams. We are a worldwide network of capital, resources and deal flow with 26 chapters on 3 continents. Keiretsu Forum members invest in high-quality, diverse investment opportunities. Our community is strengthened through its involvement in social and charitable activities.

Keiretsu Forum membership is comprised of serious investors, business leaders, venture capitalists, corporate/institutional investors and serial entrepreneurs. Keiretsu Forum enjoys synergies and close relationships with venture capital firms, universities, and other partner organizations. These relationships facilitate the access to capital, talent, technology, and resources needed to build a successful venture. Our quality and diverse deal flow comes from our community of members, venture capitalists, sponsors, incubators and universities. Keiretsu Forum members invest in investment opportunities that focus on emerging technologies, healthcare/life sciences, consumer products, real estate and other segments with high growth opportunity.

- We are a global network of capital, resources and deal flow. Our community of chapters enables support of our portfolio companies and representing entrepreneurs with equity and resources in different capital markets, building additional quality deal flow for our members in different geographical locations and for our members to enjoy collaborative business and social relationships between chapters.



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- Keiretsu Forum members invest in a myriad of opportunities including “brick and mortar” i.e. real estate. 70% of our investments are in technology companies and 30% in non-technology opportunities.
- Keiretsu Forum is a global angel investor network with 1,100 accredited investor members throughout 27 chapters on 3 continents.

Investor:

Table 5. E & A Companies



E&A companies

Company Description: We’re a business people who, since 1977, have enjoyed a track record of working alongside entrepreneurs to help companies reach their true potential. One of our most recent successes came from helping to take Udi’s Gluten Free Foods from \$6 million in sales to more than \$100 million—in just two and a half years. We’re extremely proud of that accomplishment.

We pride ourselves on knowing how to effectively operate companies. We understand how to accelerate strengths and bridge gaps in an organization by utilizing a fairly simple, extremely hands-on process. Central to this process—and a key to our success—is our sense of urgency and our ability to make decisions quickly. We work daily with the leaders of the company to take the business to the next level by focusing on long-term value creation. Our philosophy runs counter to the buy-and-flip approach exercised by most firms.

If you’ve built a successful company—and have a strong customer following to go with it—this could be a good time for us to open a dialogue. Many owners ask about our typical exit timing. The fact is, there is no “typical.” We continue to add value until we and the owner agree the time is right for a sale. We have no fixed expectations.

- Industry agnostic
- Interested in high-quality, value-added products or services, unrealized growth potential, niche or specialty market
- Proprietary or unique product line, technology, methodology, etc.

Investor: Jared Josleyn



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Table 6. Tech Coast Angels



Company Description: Tech Coast Angels is the largest angel investor group in the United States. Its members provide funding and guidance to more early-stage, high-growth companies in Southern California than any other investment group. TCA members invest in companies in a wide range of industries. TCA also provide counsel, mentoring and access to an extensive network of potential investors, customers, strategic partners and management talent.

- Largest angel investor organization in the U.S.
- Invested in over 200 companies with over \$120 million invested in these companies
- Over 300 members in 5 regional Networks covering all of Southern California
- Interested in advanced tech, clean tech, consumer, digital media, financial, industrial, IT, life science, and software

Investor: Mike Panesis & Gary Kravetz

Table 7. RSF Social Finance



Company Description: For over 25 years, RSF has been expanding the definition of social finance by providing loans, gifts, and investments that foster social and spiritual renewal. All of our services are designed to align your money with your values, and encourage direct and meaningful relationships between investors and social entrepreneurs, donors and grantees. RSF Social Finance offers three investment options for those seeking meaningful and transformative financial relationships. All of our investment funds directly support innovative social enterprises in Food & Agriculture; Education & the Arts; and Ecological Stewardship. Since 1984, RSF has made over \$275 million in loans to both nonprofit and for-profit organizations. Borrowers not only receive financing to meet their capital needs; through a close relationship with RSF, each becomes part of a larger community working to change the way the world works with money. If RSF is not the most appropriate source of capital for your organization at the time you contact us, we will do our best to refer you to additional resources for your unique situation.



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- Since 1984, RSF has maintained a 100% repayment rate—plus interest—to our community of investors, and has made over \$275 million in loans to social enterprises. Historical rates of return are similar to those of a bank CD.
- Accessible to a wide range of investors, the RSF Social Investment Fund has a minimum investment of just \$1,000, and allows for partial or complete repayments at the end of each financial quarter.
- Investments in the RSF PRI Fund are used to provide loans of \$50,000 or greater to non-profit and for-profit social enterprises addressing key issues in food production, food access, value-added processing, distribution, retail and waste management.

Investor: Mike Gabriel

Table 8. Watershed Capital & Impact Capitalism Circle

WATERSHED
CAPITAL GROUP



Company Description: Watershed Capital Group is a consulting firm advising companies and fund managers advancing a sustainable economy. Watershed Capital Group assists companies and funds in raising equity and debt capital, executing corporate sales, divestitures and acquisitions, and in evaluating strategic financial options.

Watershed Capital Group partners with clients to grow robust, profitable businesses and generate solid financial returns while simultaneously accomplishing positive outcomes for people and the planet. A new model of value creation is emerging deploying capital in strategies that leverage the inherent link between natural, social and financial capital. The global move toward sustainability represents one of the most attractive investment opportunities of our era. In the face of increasing resource scarcity and growing global demand for these resources, sustainable strategies are enabling differentiated competitive advantages that lead to long-term value creation. Watershed’s clients are entrepreneurs, companies, and fund managers scaling sustainable solutions.

Founded by Watershed Capital Group, the Impact Capitalism Circle (ICC) is an association of investor’s advisors, consultants, asset managers, and others interested in deploying capital to maximize return and impact across all asset classes. ICC’s objective is to accelerate capital into impact investing by providing education and fostering the ecosystem around impact capital. Impact Investing represents one of the most attractive investment sectors of our era. The Global move to sustainability presents an unprecedented opportunity for investors to make a return and a difference with their assets.



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- Boutique consulting firm with an exclusive focus on serving companies and fund managers within the sustainable and clean technology business sectors
- Assists in raising growth-stage to later-stage equity, senior and subordinated debt
- Executing mergers, acquisitions, divestitures, leveraged buyouts and recapitalizations
- B Corp member
- Initiated Impact Investing Forum with 6,000 members & Global Cleantech Forum with 6,000 members

Investor: Michael Whelchel

Table 9. University Impact Fund

UNIVERSITY IMPACT FUND

Company Description: UIF offers business analysis and due diligence on a free to low cost basis in an effort to further develop and expand our network. UIF seeks to maintain lasting partnerships in the impact investing space by providing meaningful due diligence bandwidth and co-investment capital on future deals and initiatives. Working in the form of value-add projects, UIF students can help address strategies facing businesses in all regions and sectors. UIF's expertise allows for organizations to work with us to identify new markets, go-to-market strategies, and increase competitive advantages.

UIF is an innovative collaboration of students, leading impact investors and social entrepreneurs from around the world. UIF provides best in class training and experience to under-graduate and graduate students from the region's top institutions to help drive innovation in the impact investing and social entrepreneurship sectors.

- Founded in 2010, UIF is one of the first student-driven impact investing firms in the world. UIF is an affiliate of the University Venture Fund (UVF), which is an \$18M independent venture fund that leverages the skills of undergraduate and graduate students from universities across the nation, including the University of Utah, Brigham Young University, and Westminster College.
- Trains top students from universities with a proven model how to identify, analyze, support and perpetuate successful social ventures while developing core business skill sets
- Collaborate with leading social venture funds, banks, foundations, consulting firms and social entrepreneurs to identify, support, and grow students and entities alike



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- Facilitate the growth of an emerging industry projected to grow to ~\$500B over the next decade with significant social and environmental impact

Investor: Lewis Hower

Table 10. Building a Board/Silverwood Partners



SILVERWOOD PARTNERS
Investment Bankers

Company Description: Silverwood Partners is a specialized investment bank that provides M&A, Private Placement, and Advisory services to clients worldwide. Silverwood accesses proprietary tools and resources to provide investment banking services to its clients and provides a combination of in-depth industry knowledge and high quality transaction expertise to public and private companies in the firm's focus sectors of technology, consumer and healthcare sectors. Silverwood distinguishes itself through the industry expertise, experience and commitment of the firm's professionals that bring each client engagement through deep industry knowledge, strong industry relationships, along with technical and process excellence.

- Interested in technology, consumer and healthcare sectors
- Expert advice on mergers and acquisitions, private placements, principal and Co-Investments
- Senior professionals with decades of investment banking, executive, and consulting experience
- Offers a team of industry advisors with a deep understanding and level of experience in their respective sectors and professional networks in the firm's focus sectors
- Proprietary, comprehensive and unbiased research processes, both primary and secondary that are used to maintain detailed and strategic sector coverage

Investor: Brad Barnhorn

Table 11. Unreasonable Institute



Company Description: The Unreasonable Institute gets entrepreneurs what they need to scale solutions to the world's biggest problems. Each year, they unite two dozen entrepreneurs from every corner of the globe working in all sectors to live under the same roof for six weeks in



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Boulder, Colorado. There, these entrepreneurs receive training from 50 mentors, ranging from a Time Magazine Hero of the Planet, to the head of user experience at Google X, to an entrepreneur who's enabled over 20 million farmers to move out of poverty. In the process, they form relationships with hundreds of angels, foundations and investment funds as they seek connections, capital, and collaboration partners, receive legal advice and design consulting, and present to 850 local supporters.

Specific to funders and investors, the Unreasonable Institute realizes the difficulty and uphill battle all parties (funders and entrepreneurs) face in finding that perfect match. Thus, Unreasonable connects funders with their entrepreneurs not under the context of "here are some people who can potentially give you money, go pitch to them and answer their questions" but instead under the context of "together these people can help entrepreneurs find the right type, amount, and person to provide capital. Let's work *with* them."

- Unite 25 high-impact entrepreneurs from around the world for 6-weeks
- Provide world-class mentorship, access to seed capital, intensive skill training, a global network of support & international exposure
- Thus far, 70 ventures from 36 countries have come through the program and 71% of them have raised funds, totaling over \$26.7 million
- 125+ funders were exposed to 2012 Fellows

Investor: Tyler Hartung

Table 12. Crowdfunder

crowdfunder

Company Description: Crowdfunder is an online social network and business crowdfunding platform for entrepreneurs and investors to connect, crowdfund and grow. The company puts growth and fundraising tools in the hands of business owners and investors at all stages in the life cycle of a business. Startups and small businesses on crowdfunder can raise funds through contribution-based crowdfunding, and soon through debt and equity-based crowdfunding. A major participant in JOBS Act legislation, the company is engaged in government and SEC & FINRA regulatory activity at the highest levels. The company is based in Los Angeles, CA.

- Contribution-based funding platform for for-profit companies
- The platform fits companies who have products or services that supporters are willing to pre-purchase, contribute to, or support for personal reasons.



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- Interested in Social Enterprises, Technology Startups, Small Businesses
- 17,000 entrepreneurs & investors involved in crowdfunder

Investor: Chance Barnett

Table 13. Leonhardt Ventures



Company Description: Howard Leonhardt founded The California Stock Xchange as a business accelerator network that helps you from napkin concept through IPO to meet your goals. They believe the youngest startups have the greatest potential for astounding progress because they have the fewest preconceptions, face the fewest constraints, and possess the most drive. They create a customized 5 year mentoring and funding road map and a comprehensive research analysis report on companies utilizing their patented Cal-X EquityNet Business Plan Analysis program. Their financing network through their affiliated partners offers assistance with convertible debt notes, angel investor network postings, pitch contests, grants, microloans, microlicensing tools, export financing, receivables factoring, social media for equity, customer loyalty programs, crowdfunding, California Qualification by Permit Offerings, standard private placements, direct public offerings, Dutch Auction IPOs, foreign exchange IPOs and traditional IPOS and PIPEs.

- Specialize in facilitating investors to participate in local investing in their own community and social impact investing
- Create customized 5 year mentoring and funding plan and a comprehensive research analysis report on companies

Investor: Howard Leonhardt

Table 14. The California Small Business Development Center





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Company Description: The California Small Business Development Center (SBDC) Program is the leader in providing small business owners and entrepreneurs with the tools and guidance needed to become successful in today's challenging economic climate. According to a recent study SBDC in depth clients experienced 6 times the sales growth, and created 13 times the jobs of average businesses.

Direct and personalized technical assistance is provided to entrepreneurs through professional consulting, supplemented by low-cost or free seminars and conferences. These services are delivered throughout California via an extensive network of thirty-five Small Business Development Centers (SBDCs).

SBDC provides comprehensive business guidance on most business issues including;

- best practices for small businesses,
- business plan development,
- start-up basics,
- financing,
- procurement & contracting opportunities,
- regulatory compliance, money management,
- international trade, and
- manufacturing assistance.

Our one on one advising is funded in part by the U.S. Small Business Administration, state, and local partners and is offered at no cost to the client.

Investor: Melissa Moreno