



ANGEL CAPITAL ASSOCIATION

ACA ANGEL FUNDERS REPORT and the ACA DATA INITIATIVE

Improving Insights for Members Through Data

By Analyzing Robust Data Sets We Reveal the Drivers of Positive and Negative Investment Outcomes

The purpose of the Angel Funders Report (AFR) is to improve outcomes for angels.

ACA believes data will make us better investors; therefore, ACA is building an investment data archives that provides new insights into success factors. An unparalleled level of quality has been realized because 100% of the data analyzed comes directly from angel groups and does not include third-party reporting nor scraping from the internet. While the value of reporting and analyzing continues to increase with a more robust data set, early iterations of the AFR can be seen [here](#).

Submitting your data is easy! A streamlined and efficient submission process allows groups to easily provide their investment data into a secure database maintained by our partner, Hockeystick. The security of the platform ensures that no other group can see your investment data and has contributed to more than 50% (and counting) of the ACA angel groups committing to provide data.

Angel investors want to better understand how comprehensive investment data can help bend the investment outcome curve upwards.

Thus, a Data Analytics Committee was formed within ACA to develop a process and platform that would both facilitate the collection of investment data and exits, and the application of such data to determine attributes of positive returns.

The goal remains to have a reliable, easy to use, trustworthy database of angel investments that yield information on the performance of angel investments and how they can improve investor returns in this asset class.

ANGEL FUNDERS REPORT & DATA INITIATIVE TIMELINE

Late 2018

The first Angel Funders Report (AFR) was published in the second half of 2018.

September 2019

In September 2019, the second AFR was published and included investment data from 68 ACA angel groups that invested \$228M. The start-up and early stage companies that received this capital raised a total of \$1.8B.

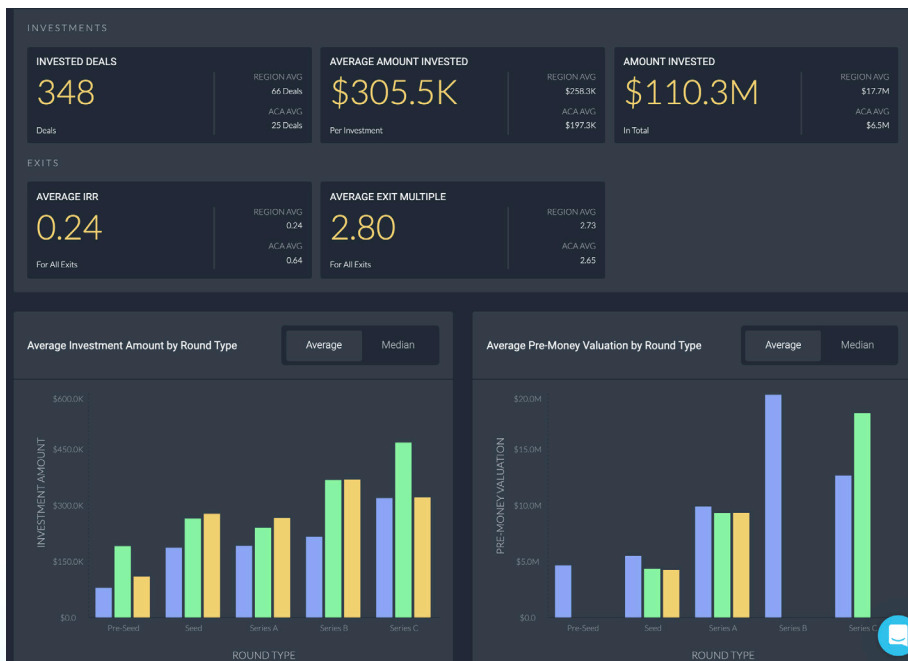
December 2019

By December 2019, over 120 angel groups have agreed to provide their 2019 data which will be summarized in the 2020 AFR.

24,100.51 -496.89
6,820.79 -24.38
10,850.66 -15.11
26,087.98 -6.81

DRIVING DECISIONS WITH DATA DASHBOARDS

Participating angel groups have access to a customized online dashboard to compare their angel group performance for multiple metrics against aggregated benchmarks on a regional and national level.



The ACA database captures 25 METRICS on company investments including:

- Data on valuations,
- Convertible debt terms,
- Capital raised in various rounds,
- Vertical industries,
- Revenues,
- CEO information,
- Tax structure, and
- Other key metrics.

Additionally, six metrics are captured on shut down and companies with exits, including internal rate of return and multiple of invested capital.

Why Participate in the ACA Data Initiative?

The initiative provides a wealth of easy to use tools and is grounded in many years of data analysis, data collection and data security best practices thanks to the deep skills of the Hockeystick team and the ACA thought leaders. In addition to improving outcomes, each participating group receives their own dashboard for analysis and benchmarking purposes and becomes a supporter and contributor to the Angel Funders Report which helps our overall industry by providing valuable data insights. The AFR helps angel groups, funds and individual angels learn more about key trends in their industry and key influences on outcomes.

Join now to access key benefits for participating members! Visit angelcapitalassociation.org/data-initiative to sign up today!

The Angel Capital Association is your authority on angel investment information! [The Angel Funders Report](#), powered by **Hockeystick**, is the only official report from ACA for angel investment data in North America. Quality and accuracy are verified by collecting information directly from our member groups and then validated through the efforts of our data partner, Hockeystick, ensuring the most reliable information in the market today.