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# Innovative Fundraising Options & Opportunities

*How entrepreneurs can work with angel investors, business incubators, venture capital and other sources of funding to move their business dreams to reality*

**January 26-27th, 2011**  
Silicon Valley Capital Club, San Jose, California



## Key Topics at a Glance Include:

- Leading investors talk about the future of funding in a fascinating keynote panel
- A moderated discussion of angel investors – their goals, strategies and ability to bridge the gap after “friends and family”
- Structured Angels: what the savvy entrepreneur should know about these organized investing groups
- Venture Capital Showcase: strategy and forecasting from top firms
- How entrepreneurs are using incubators and business accelerator models to advance business development
- Emerging and innovative funding strategies of smaller VC firms
- Benefits of secondary markets and other liquidity options
- Service provider showcase: necessary cogs of the entrepreneur funding wheel

## Our Renowned Speaking Faculty

Savinay Berry, *Vice President*, **GRANITE VENTURES**  
 Chuck Boggs, *President*, **PALADIN VENTURE DEVELOPMENT**  
 Greg Brogger, *CEO*, **SHARESPOST**  
 Tom Cervantez, *Co-Chair*, **HARVARD ANGELS**  
 Max Chee, *Principal*, **MILLENNIUM TECHNOLOGY VALUE PARTNERS**  
 Lisa Delp, *Technology Investment Coordinator*, **OHIO DEPARTMENT OF DEVELOPMENT**  
 Kevin Dick, *Managing Director*, **RIGHT SIDE CAPITAL MANAGEMENT**  
 Ted Driscoll, Ph.D., *Technology Partner*, **CLAREMONT CREEK VENTURES**  
 James Geshwiler, *Managing Director*, **COMMONANGELS**  
 David Hornik, *General Partner*, **AUGUST CAPITAL**  
 Dr. Manu Kumar, *Chief Firestarter*, **K9 VENTURES**  
 Mitchell Kertzman, *Managing Director*, **HUMMER WINBLAD VENTURE PARTNERS**  
 Tracy Lefteroff, *Global Managing Partner, Private Equity and Venture Capital*, **PRICEWATERHOUSECOOPERS**

Alexander Lloyd, *Founder and Managing Partner*, **ACCELERATOR VENTURES**  
 Allan May, *Chairman and Founder*, **LIFE SCIENCE ANGELS**  
 John May, *Managing Partner*, **NEW VANTAGE GROUP**  
 Steven B. Mercil, *CEO*, **RAIN SOURCE CAPITAL**  
 J. Casey McGlynn, *Partner*, **WILSON SONSINI GOODRICH & ROSATI**  
 Frank Peters, *Host of the Frank Peters Show*, **TECH COAST ANGELS (Past Chairman)**  
 Pete Sinclair, *Managing Director*, **LEAPFROG VENTURES**  
 Ian Patrick Sobieski, *Managing Director & Coordinator*, **BAND OF ANGELS**  
 Ryan Spoon, *Principal*, **POLARIS VENTURES (DOGPATCH LABS)**  
 Harj Taggar, *Venture Partner*, **Y COMBINATOR**  
 Fred Wang, *General Partner*, **TRINITY VENTURES**  
 Rob Wishnowsky, *Principal*, **CRUXIO, INC.**

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## The Conference Sponsor:



Financial Research Associates provides the financial community with access to business information and networking opportunities. Offering highly targeted conferences, FRA is a preferred resource for executives and managers seeking cutting-edge information on the next wave of business opportunities. Please visit [www.frallc.com](http://www.frallc.com) for more information on upcoming events.

We've gathered many of the top-tier professionals from venture capital, angel networks, business accelerator models and other industry sectors for an exclusive and in-depth day and a half discussion on the future of funding. **Meet key dealmakers at Financial Research Associates' Summit on Innovative Fundraising Options & Opportunities, slated for January 26-27, 2011 in San Jose.**

### Key topics under discussion will include:

- **What** every entrepreneur needs to learn about crafting their pitch
- **Why** the controversy exists between Super Angels and Venture Capital
- **How** incubators, accelerators and other areas of "open source entrepreneurship" are changing the face of business innovation
- **Where** secondary markets and other liquidity options come into the "exit strategy" picture
- **Who** the various players are besides the check-writer: a panel discussion of service providers for the entrepreneur

### Top Reasons to Attend:

- **Learn**...all about the new world order of investing
- **Discover**...the multitude of funding sources available to the entrepreneur
- **Benefit**...from fascinating panel discussions with veterans from angel investor networks, venture capital, incubator and accelerator programs – and more!
- **Connect**...with some of the best and the brightest in the epicenter of innovation

You won't find a more comprehensive and practical presentation of innovative funding strategies. Don't miss this fantastic opportunity to learn from – and network with! - some of the most influential movers and shakers in the funding world today.

Register today by calling 800-280-8440 or register online at [www.frallc.com](http://www.frallc.com).

Sincerely,

*Paige Mendicino*

Paige Mendicino, *Conference Director*  
**FINANCIAL RESEARCH ASSOCIATES, LLC**

*PS. Be sure to check out our special discounts for entrepreneurs and ACA angel investors!*

## Sponsorship and Exhibit Opportunities

Enhance your marketing efforts through sponsoring a special event or exhibiting your product at this event. We can design custom sponsorship packages tailored to your marketing needs, such as a cocktail reception or a custom-designed networking event. **To learn more about sponsorship opportunities, please contact Kathie Eberhard at 704-341-2439 or email [keberhard@frallc.com](mailto:keberhard@frallc.com)**

## Who Should Attend?

- Entrepreneurs
- Founders/CEOs of startup companies
- Angel investors
  - Super angel investors
  - Structured angel networks
- Venture Capital Firm Executives
  - Managing Directors
  - Principals
  - Partners
- Business Incubator programs
- Business Accelerator programs
- Early stage venture capital
- Legal counsel, accountants and other advisers to the entrepreneur and investor communities

## Silicon Valley Capital Club

Silicon Valley Capital Club is a private business, social and dining club located at the top of the Knight Ridder building in gorgeous downtown San Jose, California – just steps away from the San Jose Convention Center and Cultural Facilities, the San Jose Museum of Art, The Tech Museum of Innovation, as well as the HP Pavilion and Center for the Performing Arts. Silicon Valley Capital Club in San Jose offers an elegant and sophisticated, yet comfortable venue where prominent community leaders gather to plan for tomorrow. Spanning the Silicon Valley Bay Area, Silicon Valley Capital Club attracts a diverse range of talented and successful people who value excellence and refined quality, and share a steadfast commitment toward active involvement in Silicon Valley's civic, cultural, business and professional arenas. As the city's premier private club, Silicon Valley Capital Club in San Jose is continuously honored for its excellence in service and fine dining. We are proud to offer our Members and their guests the perfect ambiance and well-equipped facilities for everything from professional business meetings to elegant private dinners and other social events.

## Top Ten Reasons to Attend:

- 1) Network with the best and the brightest in the industry
- 2) Get actionable information on how to effectively raise capital for your business
- 3) Evaluate which funding options are best for you...venture capital, super angels, secondary markets, etc.
- 4) Determine who will give you the best long-term funding options
- 5) Protect yourself from rash short-term financial decisions
- 6) Hear what Allan May, John May, James Geshwiler, Ian Patrick Sobieski, and Steven Mercil have to say about structured angel investing
- 7) Find out how entrepreneurs are using incubators and business accelerators to enhance their business development
- 8) Hear the latest in emerging and innovative funding strategies...you can't afford to miss it
- 9) Weigh in on the on-going debate between angels and VC firms
- 10) Get the inside scoop on VC trends, funding strategy and forecasting.

## Rave Reviews from past conferences:

*"Great line-up of speakers!"*

*"Excellent variety of topics and speakers"*

*"Current topics with knowledgeable panelists"*

*"Very diverse group! Thoughtful design - the information flowed well in the panel line-up"*

*"Panels were very informative experts. Great speakers on hot topic!"*

*"Great and timely topics, excellent & knowledgeable presenters"*

*"Good content, speakers were very clear & concise"*

*"Speakers were very good & appropriate to the subject matter"*

**To Register: Call 800-280-8440 or visit us at [www.frallc.com](http://www.frallc.com)**

# Innovative Fundraising Options & Opportunities

## DAY ONE:

Wednesday, January 26, 2011

12:00 - 12:45 Registration

12:45 – 1:00

### Chair's Welcome

*Chairperson:*  
TBD

For more information about chairing this event, please contact Kathie Eberhard at (704) 341-2439 or [keberhard@frallc.com](mailto:keberhard@frallc.com)

1:00 – 2:00

### Opening investor keynote panel

We'll start off the summit with a bang as leading investors give their views of the latest fundraising trends and issues. They'll discuss everything from the future of start-up funding to the important roles of VC firms and angel investing.

*Moderator:*  
TBD

*Panelists:*  
Dr. Manu Kumar, Chief Firestarter  
**K9 VENTURES**

Alexander Lloyd, Founder and Managing Partner  
**ACCELERATOR VENTURES**

Dave McClure, Founding Partner  
**500 STARTUPS** invited

2:00 – 3:00

### Capital raising: filling the gap with angel investors

After friends and family – and before traditional venture capital rounds with their high dollars – there is a wide gap in startup funding being filled by angel capital. A lot of media attention has been paid to the angel investor in recent years but who exactly is the typical “angel”? Often retired entrepreneurs or executives interested in more than the golf course, angel investors are rolling up their sleeves and taking a much more hands-on approach to business creation and development. This session will focus on individual angel investors, their goals, strategies and opinions on the future of angel investing. Entrepreneurs, you won't want to miss this fascinating discussion!

*Moderator:*  
Frank Peters  
**TECH COAST ANGELS**, Past Chairman  
Host of the Frank Peters Show

*Speakers:*  
Chuck Boggs, President  
**PALADIN VENTURE DEVELOPMENT**

Tom Cervantez, Co-Chair  
**HARVARD ANGELS**

Allan May, Chairman, Founder  
**LIFE SCIENCE ANGELS**

3:00 – 3:15 Refreshment break

3:15 – 4:30

### Structured angels: angel group trends

A growing number of angel investors have chosen to pool funds and invest collectively in organized groups in recent years. By investing within a structured network or fund, angel investors share deal flow and due diligence tasks and participate at a much broader level of investment opportunities. What does the entrepreneur need to know about these angel groups? Our experienced panel will talk about:

- Update on trends and statistics
- Evaluation and investment process
- Angel group “sweet spots”
- Valuation
- How groups work to support portfolio companies

*Moderator:*  
Allan May, Chairman, Founder  
**LIFE SCIENCE ANGELS**

*Speakers:*  
John May, Managing Partner  
**NEW VANTAGE GROUP**

James Geshwiler, Managing Director  
**COMMONANGELS**

Ian Patrick Sobieski, Managing Director & Coordinator  
**BAND OF ANGELS**

Steven B. Mercil, CEO  
**RAIN SOURCE CAPITAL**

4:30 Conference adjourns for day



For more information regarding sponsoring a post-event cocktail reception, contact Kathie Eberhard at (704) 341-2439 or [keberhard@frallc.com](mailto:keberhard@frallc.com)



### Media Partners

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## DAY TWO:

### Thursday, January 27, 2011

8:00 – 8:45      *Registration and continental breakfast*

**8:45 – 9:00**

#### **Chair's welcome and recap of day one**

*Chairperson:*  
TBD

*For more information about chairing this event, please contact Kathie Eberhard at (704) 341-2439 or keberhard@frallc.com*

**9:00 – 10:30**

#### **VC showcase: top firms highlight strategy, forecasting and why they stand out in the crowd**

Another, more traditional route for the entrepreneur to follow in capital raising is with an established venture capital firm. We'll begin the second day of our summit with a moderated panel discussion where leading VC firms can present their model of funding, why it adds value to the entrepreneur looking for investors and just what makes each of their firms unique.

*Moderator:*  
Speaker to be determined, *Partner*  
**ORRICK, HERRINGTON & SUTCLIFFE LLP**

*Panelists:*  
Mitchell Kertzman, *Managing Director*  
**HUMMER WINBLAD VENTURE PARTNERS**

David Hornik, *General Partner*  
**AUGUST CAPITAL**

Ryan Spoon, *Principal*  
**POLARIS VENTURES**

Fred Wang, *General Partner*  
**TRINITY VENTURES**

Savinay Berry, *Vice President*  
**GRANITE VENTURES**

10:30 – 10:45      Refreshment break

**10:45 – 12:00**

#### **How entrepreneurs are using incubators and business accelerator models to advance their business development**

Hear from some of the hottest incubators and accelerator programs around as they discuss:

- Raising capital
- Which models are succeeding and why?
- Interaction and intersection between incubators and angel investors
  - Starting and managing an angel network
  - Recruiting investor members
- Challenges and obstacles of running a successful program
- Due diligence process
- And...how all of these issues ultimately affect and benefit the entrepreneur

*Speakers:*  
Ryan Spoon  
**DOGPATCH LABS**

Lisa Delp, *Technology Investment Coordinator*  
**OHIO DEPARTMENT OF DEVELOPMENT**

Harj Taggar, *Venture Partner*  
**Y COMBINATOR**

12:00 – 1:30      *Networking Luncheon*

**1:30 – 2:30**

#### **Emerging and innovative funding strategies of smaller VC firms**

With venture capital harder to raise these days and entrepreneurs looking for alternative fund sources, smaller fund VCs have shifted to ever-more innovative approaches in order to stay competitive in this rapidly-changing marketplace. Our moderated panel will examine the evolving landscape of venture capital: where we are now and where the industry will likely go in the days ahead.

- Why – and how - is the traditional VC model evolving?
- Innovative models for early stage deals – a discussion of what is and isn't working
- Benefits of VC funding for the entrepreneur looking for cash

*Moderator:*  
Speaker to be determined, *Partner*  
**ORRICK, HERRINGTON & SUTCLIFFE LLP**

*Panelists:*  
Kevin Dick, *Managing Director*  
**RIGHT SIDE CAPITAL MANAGEMENT**

Ted Driscoll, Ph.D., *Technology Partner*  
**CLAREMONT CREEK VENTURES**

Pete Sinclair, *Managing Director*  
**LEAPFROG VENTURES**

2:30 – 2:45      Refreshment break

**2:45 – 3:45**

#### **Secondary markets and other liquidity options**

The current weak market for IPOs, a lower number of mergers and acquisitions and a desire on the part of companies to stay private longer and maintain control over their business strategies have all combined to produce a flourishing secondary market for private company stock. With benefits to both entrepreneurs and investors, our speakers will discuss:

- Liquidity positions
- Pitfalls to avoid
- Secondary funds, online exchanges and private brokers

*Speakers:*  
Greg Brogger, *CEO*  
**SHARESPOST**

Owen Thomas, *Executive Editor*  
**VENTUREBEAT**

Max Chee, *Principal*  
**MILLENNIUM TECHNOLOGY VALUE PARTNERS**

# Innovative Fundraising Options & Opportunities

3:45 – 4:45

## Service provider showcase: all the other cogs of the entrepreneur funding wheel

In order to get a business idea from conception to reality, entrepreneurs need to fit together many different puzzle pieces. Getting the money is a necessary first step, but then what? This panel presents some of the other key service providers involved in creating and growing your business idea – taking you from the dream to reality!

Moderator:

TBD

Panelists:

J. Casey McGlynn, *Partner*

**WILSON SONSINI GOODRICH & ROSATI**

Tom Cervantez, *Partner*

**BUSINESS COUNSEL LAW GROUP, LLP**

Rob Wishnowsky, *Principal*

**CRUXIO, INC.**

Tracy Lefteroff, *Global Managing Partner, Life Sciences Industry*

**PRICEWATERHOUSECOOPERS**

4:45

*Conference Adjourns*

### Conference Sponsors:



#### ANGEL CAPITAL ASSOCIATION

The Angel Capital Association is the trade association of leading angel investment groups in North America. The mission of ACA is to support the growth, financial stability, and investment success of its member groups. ACA's mission is accomplished by providing professional development, best practices, networking and collaboration opportunities for angel investors who belong to member angel groups. Today 150 angel groups are members of ACA, and those groups represent over 6,500 accredited angel investors. More information is available at [www.angelcapitalassociation.org](http://www.angelcapitalassociation.org).



#### ORRICK

Orrick is one of the premier legal advisors for emerging companies. We offer our clients: focus and in-depth experience representing emerging companies, a network of strong investor and other relationships, capabilities that scale with clients as they grow and global resources.

Orrick currently represents more than 800 emerging company clients so we understand how to help businesses with their most critical legal needs. Our clients include: 8 companies listed in GreenTech Media's Top 50 Greentech Startups; 5 of The Wall Street Journal's Top Venture-Backed Companies; 5 of Business Week's 50 Best Tech Start-Ups; and numerous members of the Red Herring 100, AlwaysOn Media 100, On Hollywood 100 and GoingGreen 100. We have also acted as company counsel in some of the largest venture capital financings in each year since 2006.

We anticipate the needs of our clients and provide advice on issues critical to high-growth businesses and beyond typical corporate needs, including exit strategies, mergers and acquisitions, intellectual property counseling and strategy, technology transactions, employment, compensation and benefits, tax and securities litigation. With more than 110 lawyers in our Silicon Valley office and more than 1,100 lawyers in 22 offices worldwide, Orrick is one of the full-service global firms that can scale with our clients as they grow from two-person start-up to global success in the public markets.

## Important Information

### To Register:

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## Innovative Fundraising Options & Opportunities

January 26-27th, 2011

### Silicon Valley Capital Club

50 West San Fernando

San Jose, California 95113

408-971-9300

If you require overnight accommodations for this conference, please contact any of the following nearby hotels to check their best available corporate rate over this time frame, or consult your local travel agent. Please note that FRA has not negotiated rates with any of these area hotels.

### Area Hotels

The Fairmont San Jose - 408-998-1900

Hotel DeAnza - 408-295-1000

## Fees and Payments:

The fee for attendance at **Fundraising Options & Opportunities for Entrepreneurs** is:

Standard: \$1495

Entrepreneurs: \$495 (subject to FRA approval)

ACA members: \$695 (subject to FRA approval)

**Please make checks payable to Financial Research Associates, and write code B782 on your check.** You may also pay by Visa, MasterCard, Discover, or American Express. Purchase orders are also accepted. **Payments must be received no later than January 19, 2011.**

### Team Discounts:

- Three people will receive 10% off.
- Four people will receive 15% off.
- Five people or more will receive 20% off.

In order to secure a group discount, all delegates must place their registrations at the same time. Group discounts cannot be issued retroactively. **For more information, please contact Cathy Como at 704-341-2438 or [ccomo@frallc.com](mailto:ccomo@frallc.com)**

### SOFT DOLLAR YOUR CONFERENCE REGISTRATION!

This FRA conference may be eligible under section 28(e) of the Securities Exchange Act of 1934 for payment via soft dollars. For further information or a Soft Dollar Application form, please visit our website [www.frallc.com/softdollars.aspx](http://www.frallc.com/softdollars.aspx).

### Cancellations:

If we receive your request to cancel 30 days or more prior to the conference start date, your registration fees will be refunded minus a \$250 administrative fee. If we receive your request to cancel between 29 days and the first day of the conference you will receive your choice of a \$200 refund or a credit voucher for the amount of the original registration fee, less a \$250 administrative fee. In addition, the webinar cancellation administrative fee will be \$50 or a \$250 administrative fee for cancelled site licenses.

**Please Note:** For reasons beyond our control it is occasionally necessary to alter the content and timing of the program or to substitute speakers. Thus, the speakers and agenda are subject to change without notice. In the event of a speaker cancellation, every effort to find a replacement speaker will be made.

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