



## ANGEL CAPITAL ASSOCIATION

# 2011 Leaders Workshop

*Cooley LLP  
Palo Alto, CA*

## AGENDA

Tuesday, November 1

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ANGEL RESOURCE INSTITUTE

- 1:30**     **Trends in Raising Capital** (via separate registration)  
***Bob Okabe, President, Angel Resource Institute***  
This seminar presents the latest trends in angel investing and venture capital and covers best practices for analyzing the capital raising environment, meeting investor expectations, and current preferences in deal terms. Trends in Raising Capital will equip you with an understanding of the current investment climate by drawing upon and combining leading industry data sources and a survey of angel groups (including the Halo Report). This workshop truly presents a unique view of the capital raising environment.
- 3:30**     **Valuation of Early-Stage Companies Seminar** (via separate registration)  
***Bob Okabe, President, Angel Resource Institute***  
Valuation of Early Stage Companies presents key methodologies that experienced angel investors have found as fundamental approaches to properly valuing early stage companies. It also presents the importance of portfolio strategies and the role of portfolio returns in the valuation process. With the right knowledge valuing early stage companies does not have to be difficult and can lead to even greater successful returns.
- 5:00**     **Opening ACA Reception – Hosted by Cooley LLP**  
Network with your colleagues and meet many of Silicon Valley's top angel investors and entrepreneurial community.
- 7:00**     **Informal Dinners (on your own)**  
Invite your colleagues to join you for dinner at one of several restaurants in the area.

Wednesday, November 2

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- 8:00**     **Welcome and Today's Agenda**  
***Catherine Mott, BlueTree Allied Angels (ACA Chair)***  
***Allan May, Life Science Angels (Lead Host Angel Group)***  
***Representative, Cooley LLP***
- 8:15**     **Using Training to Ensure Sustainability**  
***John Huston, Ohio TechAngel Funds***  
The Ohio TechAngels have invested considerable time in ensuring interested member angels are prepped not only for leading the funds' investments, but in monitoring their portfolio

companies and serving on their boards. Not only is this project building the expertise of the group – and their path toward successful exits – but it is also building the reputation of the angel group with entrepreneurs and VCs in Ohio. How did they do this? What is involved?

**9:15**      **Silicon Valley Angel Group Models**

***Jim Connor, Sand Hill Angels***  
***Allan W. May, Life Science Angels***  
***Carol Sands, The Angels' Forum***  
***Ian Sobieski, Band of Angels***

Leaders of ACA member angel groups in Silicon Valley talk about the different models for their groups – networks, funds, and networks with sidecar funds – how they build sustainability in their own groups, how they work together on investment deals, and how they work with other kinds of investors in the region (VCs, individual angels, “super angels”, accelerators, family offices, etc.)

**10:15**      **BREAK**

**10:30**      **Roundtable: Most Pressing Issues for ACA Groups**

***Catherine Mott, BlueTree Allied Angels, and David Verrill, Hub Angels***

As angel groups undergo constant change, it is important to check in on the issues that are most important to you as we approach the end of 2011. The moderators will conduct a brief survey, solicit your priorities, and lead a discussion on addressing these issues.

**11:30**      **Concurrent Moderated Roundtables (sessions start at 11:40)**

**Enhancing Your Membership – Recruiting, Retaining, and Engaging Member Angels**

***Katherine O'Neill, Jumpstart New Jersey Angels***

Getting new angels in your group, retaining them, and getting them active as investors and in due diligence teams is an issue for nearly every ACA member group. This moderated roundtable is designed to help you share ideas and best practices.

**Building Angel Groups Relevancy in Today's Early-Stage Investing**

***Ralph Mayer, Tech Coast Angels***

Has your group thought through how the early-stage investing environment has changed and how your group fits in? With super angels, accelerators, AngelList and other types of investment, what are the key things your group needs to do to get the best deals? (Hint: figuring out how to balance the “need for speed” with good investment practices is key.)

**12:30**      **LUNCH**

**1:15**      **What's New at ACA?**

***Marianne Hudson (ACA Executive Director)***

ACA has a lot going on with new events, services, and public policy. Get the lowdown and also receive a quick flyer and presentation you can use at one of your future investment meetings to brief your members. Marianne will provide an update on Washington, DC happenings – what is new with tax credits, securities regulations, and other opportunities.

**1:30**      **HALO Report – Newest and Best Source of Angel Data**

***Sarah Dickey, Angel Resource Institute***

***Carrie Walsh, Silicon Valley Bank***

ARI has launched the angel version of the “MoneyTree Survey” with Silicon Valley Bank and CB Insights. See new and detailed angel data from this new source and have a dialog with two of the partner organizations about the future data and analysis you would like to see.

ARI will also provide a demo of the CB Insights database and how ACA members can use the database for your own analysis.

**1:50 BREAK**

**2:00 Concurrent Sessions**

**Current Trends in Angel Financing – Structural and Legal Considerations, Upside Opportunities and Avoiding Potential Pitfalls**  
**Frank Rahmani (Partner, Cooley LLP)**

The session will cover:

- Equity/preferred stock versus debt/bridge notes
- Upside/investment “sweeteners” – utilizing conversion discounts/caps, warrants, or both
- Entrepreneurs’ and Venture Capital Funds’ perspective of the various “sweeteners”
- Considerations in light of an acquisition prior to a venture capital /institutional financing and how some angel groups are structuring their deals to account for this possibility

**Roundtable with Gust**

Mark LaRosa (Gust)

In September, Angelsoft not only moved to the new Gust brand, but also made significant changes to its platforms. These changes had bigger than expected impacts on angel groups. ACA’s Users Group has worked with Gust to make many improvements and corrections since then, but now if your chance to ask your questions and make your recommendations to Gust’s VP of Sales and Strategic Partnerships.

**2:45 Super Angels**

**Rob Wiltbank, Willamette University**

Three leaders of the Angel Resource Institute interviewed several super angels to learn how they make investments. What are the takeaways for angel groups?

**3:15 Next Steps for Participants**

**Marianne Hudson (ACA Executive Director)**

We believe this workshop leads to a special corps of ACA leaders who have new insights and tools to thrive in any economic environment. What’s next?

**3:30 Angels and Mentoring – Rewarding Experience in Many Ways**  
**Special Program by the Angel Resource Institute (everyone invited)**  
**Allan May, Chair, Angel Resource Institute**  
**Ron Weissman, Band of Angels**

The Angel Resource Institute is embarking on a project that may help many ACA member groups better connect with entrepreneurs in your communities and lead to new, high quality deal flow (and possibly new money to support your efforts). Hear about the project and an exciting way the Band of Angels is developing great relationships between their member angels and Silicon Valley entrepreneurs.

**5:00 Adjourn**

**6:00 Life Science Angels – November Investment Dinner**

Many of you signed up to attend this dinner. Cocktails start at 6:00 and entrepreneur presentations at 7:00, with a great dinner as well. Information about the event location is in your event packet. Pre-registration with Life Science Angels is required.