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The Current State of Venture Capital

Venture Capital is about access and deal flow.

Access is geographically concentrated and unequally distributed.

Over 75% of all U.S. venture deals happen in only 3 markets.

These markets have become oversaturated and over-priced.
The Current State of Venture Capital

Innovation and entrepreneurial talent exists everywhere.

Funnelling through every time, resources, and cost.

Sustainable relationships are mandatory.

Relationships in unfamiliar are difficult endeavors.
The Future of Venture Capital: Tapping into other Ecosystems

Year 2019

- The percentages of deals done in Silicon Valley and Boston decreased from past years
- All other regions saw increases in activity with high multiples being realized in the Midwest
- While still entrepreneurial epicenters, the coasts are and will continue to become less relevant

MOIC By City (2006-2018)

- 5.6x Chicago
- 4.8x Seattle
- 4.7x Los Angeles
- 4.4x New York City
- 4.2x Bay Area
- 3.6x Boston

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What this means for Venture Capital

Like it or not, Silicon Valley is becoming less relevant…

2010: Founder moves to SF at request of investor from whom they just raised.
2015: Founder lives in SF and raises $\$, then leaves.
2020: Founder lives anywhere: one, decentralized entrepreneurial ecosystem lives online

With one of the largest economies in the world, the Midwest provides startups unique access to more than 50 million consumers, has more Fortune 500 companies than anywhere else, and possesses strength across a diverse set of industries.

To see where founders of the future will go, look at where today's successful companies are opening new offices. Every hire in one of those offices could be tomorrow's next extraordinary founder.

“We’re now seeing the pockets of technology companies spring up outside of Silicon Valley. While we may not have the density of the Silicon Valley, we’ve found that all the capital we need is right here in Michigan. Investors are coming to me.”

Ambassador (Startup Co.)
The Addressable Problem

Where's my deal flow? What about Co-Investors?

Pitchbook? CB Insights? LinkedIn?

Travel time
Travel expenses
Where should I target?

Attend multiple events...
Attend global conferences...
Host our own?

Cold Calls...
Waiting for soft-intros...

I'm an Investor!
I'm targeting new markets!

Constant Planning
Recurring Costs
Used Resources

... and more

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What OmniValley offers:
Regional Transparency
Access to Connections

- **Investor to Investors**: Defining Criteria
- **Investor to Services**: Benefits & Partners
- **Investor to Portfolios**: Company Promotions
- **Investor to Markets**: Events & Meetings
OmniValley is an exclusive, online, investor network connecting those who invest in venture capital funds and startup companies to one another.
How We Do This: Member Platform

Mapped Ecosystem Platform

Simple Data Input

We collect and filter by category:
- Direct Investor
- Fund Investor
- Lead Rounds
- Follow-on Investor

We showcase the Investors and Ecosystem Builders that are our strategic partners.

Proprietary and Confidential
How We Do This:  
Member Profiles

Member Profiles
Exclusivity means that contact information is readily available:

- Email
- Phone
- Scheduling

Information on past and current funds as well as portfolio and cohort companies

Profiles offer a deeper dive so that you can make connections as efficiently and as quickly as possible.
How We Do This: Company Promotion

OmniValley’s Featured Companies - Located on OmniValley’s My Valley page (home dashboard)

For Members seeking broader exposure for their portfolio companies

Share and learn more about companies from Members
- Investor base
- Core challenges
- Amount raised to date
- Investor and company contacts

Companies featured on OmniValley derive from the portfolios of our investor Members – they are housed within Member profiles and each have outside investment –
How We Do This: Benefits & Partnerships

OmniValley Benefits & Partners
Located on OmniValley’s My Valley page (home dashboard)

GSVlabs - $50 Off Membership
Accelerate Your Portfolio Startups with GSV Passport

Accelerate your portfolio startups with GSV Passport, a platform home to our global founder community and a complete online suite of remote startup tools, guides, discounted services valued at over $800k, and access to industry mentors, and our investor community.

Claim

Sales Acceleration Group Startup Consulting Services
Free 30 Min. Sales Strategy Consultation Call

Help your founders create more leads, top of the funnel opportunities, and revenue to ensure you get a return on your investment.

Sales Acceleration Group specializes in helping Founders and Owners build, grow, and scale their sales teams by improving their process, strategy, and people to accelerate revenue. Our team focuses on increasing revenue by Evaluating your portfolio company’s current process, team, and tools, Strategizing on how to improve their situation, and then we will help them Execute the plan to drive additional revenue. Less

Claim

Via simple intake forms: Members promote their own services or other members within their network.

OmniValley utilizes referral agreements and percentages based on each company code found on our.

OmniValley’s team works hard to build benefits, partners, and services targeting investors and their companies.

Source(Proprietary and Confidential)
How We *Will Do This:* Data Application (Q1)

We plan to extrapolate Member data across the platform to launch:

**OmniValley Intelligence:** a co-investor and portfolio company tracking and visualization tool

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>14226</strong></td>
<td>Portfolio companies listed on OmniValley</td>
</tr>
<tr>
<td><strong>301</strong></td>
<td>Funds listed on OmniValley</td>
</tr>
<tr>
<td><strong>113</strong></td>
<td>OmniValley members In Market for their fund or companies</td>
</tr>
</tbody>
</table>

Based on company specifics and inputted information on investor preferences, Members can find their next strategic connection relating to their portfolios.
## Market Opportunity & Size

<table>
<thead>
<tr>
<th></th>
<th>Venture Capital</th>
<th>Corporate VC</th>
<th>Limited Partners¹</th>
<th>Angel Groups</th>
<th>Family Offices</th>
<th>Accelerators</th>
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<td>US Coastal²</td>
<td>606</td>
<td>174</td>
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<td>US Non-Coastal</td>
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<td>133</td>
<td>357</td>
<td>244</td>
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<tr>
<td>US TAM</td>
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<td>307</td>
<td>515</td>
<td>356</td>
<td>546</td>
<td>1,573</td>
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<td>Ex-US TAM</td>
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<td>309</td>
<td>824</td>
<td>516</td>
<td>3,669</td>
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<tr>
<td>INVESTOR TAM³</td>
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<td>824</td>
<td>1,180</td>
<td>1,062</td>
<td>5,242</td>
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</tbody>
</table>

1. Limited Partner (LP) members include, but not limited to: institutional investors, and universities. Defined as: 'Venture Fund Investors' and/or 'Direct Investors'.
2. California, Massachusetts, New York.
3. Numbers subject to change; data aggregated as of June 2020.
4. 300,000+ Angels have made investments over last 2 years as of September 2019. Accredited Individual reporting exceeds 4 million.

**17,500+**

Investor Members

**4,000,000**

Individual Members
“Over half of our portfolio companies have a secondary presence outside of Silicon Valley. I can admittedly and confidently say that this movement towards more regional markets is best-in-class example of the transparency and discovery the industry needs in the modern ecosystem.”

- Clint Chao, Moment Ventures (Bay Area)

“As venture capital continues to become decentralized from the coasts, it’s increasingly important to find and connect with the right people. The best-in-class connecting tool...”

- Jessica Peltz-Zatulove, Hannah Grey, Women in VC Network (New York)

“We’ve actually already found others on the platform, and if the network grows larger, we’ll be able to enter into regions that we just don’t have the bandwidth to cover, OmniValley would be a specialized connecting tool.”

- Randy Klein, Doris Duke Charitable Foundation (New York)

“What OmniValley is doing to highlight my fund and the greater Midwest market needs to be known so that other investors wanting to tap into these regions, those are the connections.”

- Ezra Galston, The Starting Line (Midwest)

“OmniValley has been a key partner for us as we look to expand 5 LAKES Forum and connect Milwaukee to VCs from elsewhere interested in deploying capital and resources throughout Lakes.”

- Matt Cordio, Startup Milwaukee (Milwaukee)

“For younger firms or those with deal flow in unfamiliar markets, this platform will be a game changer...”

- Robert Merrick III, France-Merrick Foundation (Baltimore)

“Pitchbook is out of date and controlled by Pitchbook. OmniValley is time-stamped and controlled. Enough said...”

- Chris Calder, EPIC Ventures (Salt Lake City)
Go To Market

**Stage 1**
Q4 2020

- **Investor Members**: 480
- **Focus**
  - Launch new platform builds
  - Capture market share
    - 30-40 members/mo.
  - Internal operations
  - Advisory board formation
  - Fundraising
- **Needs**
  - Current team (4)
  - Internal capital

**Stage 2**
Q1 2021

- **Investor Members**: 750
- **Focus**
  - Revenue generation
    - Platform services
    - OmniValley Intelligence
    - Startup Company Subscription
  - Member engagement
    - Platform Coaching
    - Created connections
  - Capture market share
    - 50+ members/mo.
  - Tech/Platform iterations
  - Talent acquisition
  - Board formation
- **Needs**
  - Expanded team
    - Additional Technical Hire
  - Marketing Campaign(s)
  - Event Sponsorship(s)
  - Payment platform
  - External capital

**Stage 3**
Q3 2021

- **Investor Members**: 1,850
- **Focus**
  - Revenue generation
    - Continued
  - Capture market share
    - 100+ members/mo.
  - Tech/Platform iteration
  - Talent acquisition
  - Company culture
- **Needs**
  - Expanded team
    - Growth Hires
  - Marketing Campaign(s)
  - Strategic Partnerships
  - External capital

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(1) Numbers shown represent the end of the quarter listed
(2) Investor Member numbers include expected churn (70% initially modeled) once Investor Member subscription model occurs

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Company Projections

Revenue Projections

<table>
<thead>
<tr>
<th>Stage 1</th>
<th>Stage 2</th>
<th>Stage 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020 Q4</td>
<td>2021 Q1 - Q4</td>
<td>2022 Q1 - Q4</td>
</tr>
<tr>
<td>&lt;$5k/month</td>
<td>$15k/month</td>
<td>$20k/month</td>
</tr>
<tr>
<td>Benefits &amp; Partners Company Promotions</td>
<td>Benefits &amp; Partners Company Promotions Startup Subscription OmniValley Intelligence</td>
<td>Benefits &amp; Partners Company Promotions Startup Subscription OmniValley Intelligence Investor Members</td>
</tr>
</tbody>
</table>

Investor Members

- Stage 1: 480
- Stage 2: 2,800
- Stage 3: 4,200

Ecosystems

- Stage 1: 250
- Stage 2: 500
- Stage 3: 800

(1) Investor Member numbers include expected churn (70% initially modeled) once Investor Member subscription model occurs

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Team, Advisory, & Support

Management Team

Grady Buchanan
Chief Executive Officer
Institutional Investments
Venture Capital Fund of Funds
Treasury Sales and Risk Analytics
Madison, WI

Zack Genthe, MBA
Chief Operating Officer
Process Management Consultant
Chemical Engineering
Madison, WI

John Bruehler
Chief Technology Officer
Full Stack Web Developer
Web/SEO Strategist
Madison, WI

Justin Bui, MBA
Chief Product Officer
Tech and Strategy Consultant
Business and Strategy Consultant
Chicago, IL

Advisors

Henry Chi, JD
Chicago, IL
Village Accelerator Network
Venture Portfolio Manager, 3+ years
Mentor at Venture For America
Chicago, IL – Los Angeles, CA

Paul Plakut
Milwaukee, WI
Wisconsin Technology Council
Chief Technology Officer, 5+ years
Serial Startup Founder
Milwaukee, WI
Company Overview & Funding

**Founded:** January 2018 In Madison, WI

**Team:** 4

**Industry:** Social Network, Internet, Collaboration, Venture Capital

**Footprint:**
- 400+ Members,
- 200+ US Ecosystems
- 40+ Intl Ecosystems

**Funding History:**
- <$20k, Inception
- $100k, Company Promotions
- Conversion

**QNBV:**
- Approved 2018, 2020

**Revenue Projections:**
- **YEAR END 2020**
  - Benefits & Partners
  - Company Promotions
  - Startup Company Profiles
  - $5k ARR

- **YEAR END 2021**
  - Benefits & Partners
  - Company Promotions
  - Platform Notifications
  - OmniValley Intelligence
  - $200k ARR

- **YEAR END 2022**
  - Benefits & Partners
  - Company Promotions
  - Events & Meetings
  - OmniValley Intelligence
  - Member Subscription
  - $3.0M ARR

**Raising:** $250K

**Seeking strategic partners**

**USE OF CAPITAL:**
- **Platform and Technology** (60%)
- **Sales and Marketing Spend** (25%)
- **Company Operations** (15%)

(1) Numbers generated as of November 2020.

(2) QNBV: Qualified New Business Venture, defined as: The program provides tax credits to eligible Angel and Venture Fund investors who make cash equity investments in qualified early-stage businesses. If the investment criteria are met, investors receive a Wisconsin income tax credit equal to 25 percent of the value of the investment made in the certified company.
Appendix
Competitive Advantages

Real-Time, Accurate Information & Intent

Data entered by members is visibly stored on their own profile and can be sent via promotional tools available on the platform.

The OmniValley team timestamps profile data for the viewership of other members but will not input information on member profiles once registered; all will be completed and shared at the member’s discretion.

Member Differentiation

Endowments, foundations, corporate and state pension plans are inherently private and remain inactive on competitor platforms.

Our future plans account for all of the participants within all startup ecosystems, but our personal network of these select limited partners makes the platform conducive to also those managing sizeable assets.

Focused Region

Born in the Midwest, OmniValley showcases and promotes currently underserved and ventured markets.

Every entrepreneurial ecosystem is represented equally among platform members. Permanently, markets no longer go on our tools and member assets geographical constraints.
Why OmniValley Matters to Us...

An **entrepreneurial city** pursues innovative strategies intended to maintain or enhance its economic competitiveness to other cities and economic spaces.

*Why would an ecosystem or city want to focus on entrepreneurs?*

**Entrepreneurs Create New Businesses**
Entrepreneurship is important as it has the ability to improve standards of living and create wealth, not only for the entrepreneurs, but also for related businesses.

**Entrepreneurs Add to National Income**
Economy wise, higher earnings thanks to entrepreneurship can help boost national income and tax revenue.

**Entrepreneurs Create and Distribute Wealth**
Entrepreneurs no longer have to sacrifice the life they want for the rat race. With hyper-connected neighborhoods, overheads, and towns that support entrepreneurship, CEOs can launch scalable ventures from affordability.

**Entrepreneurship Encourages Innovation**
Entrepreneurs help drive change with innovation, while improved products enable new markets to be developed.

**Community Development**
Entrepreneurs contribute in other ways as well, such as investing in community projects and supporting local economies.

**Entrepreneurs Also Create Social Change**
Watch for the next big startup stories to come from small towns. WE strive to make this a reality!