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# **Investible Management Teams Receive Funding**

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# Langevin Management Advisors

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- During his 26-year career, Mr. Langevin has served as CEO, General Manager, Angel Investor, and business consultant to emerging and established, private and public companies ranging from startups to \$70M operations. To date, he has assisted four companies to secure \$100,000 to \$30 million in investment funding.
- In addition to assisting companies to secure investment funding, he is an expert in helping companies to develop and implement corporate strategies that deliver fast and significant business results.
  - In 1998, he led a \$4.2B European corporation's five-year old US software division to increase its sales from \$0.5M to \$14M within one year.
  - He has completed several turnarounds, including a company that was acquired for \$27M and an unprofitable technology company that he purchased and led to achieve profitability within a year.
- In 2001, he founded Langevin Management Advisors to help companies to develop and implement business strategies designed to accelerate their business results and assist them to secure investment & growth funding.



# Investor's Want Proven Team

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- #1 with Angel & VC investors ... *Management Team*
- Balanced Management Team:
  - ◆ CEO
  - ◆ Engineering
  - ◆ Sales
  - ◆ Marketing
  - ◆ Finance
- Experienced
- Sales-oriented



# Experienced Management Team

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- Experienced:
  - ◆ Worked together previously
  - ◆ Track record (good & bad)
  - ◆ Full and complimentary team
  - ◆ Secured funding previously
  
- Market Knowledge:
  - ◆ Market research
  - ◆ Competition
  - ◆ Differentiation
  - ◆ Mindshare ... then Marketshare



# Good Management Team

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- Build and foster cohesive & balanced Team
- Clear:
  - ◆ Leadership
  - ◆ Vision
  - ◆ Goals
  - ◆ Objectives
  - ◆ Priorities
  - ◆ Compensation



# Working with Investors

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- Set realistic goals:
  - ◆ Monthly
  - ◆ Quarterly
  - ◆ Annually
- Report regularly on progress
- Meet stated goals



# Remember ...

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Investors do not invest in your product or vision  
... they invest to achieve a ROI and exit strategy.



# \$ale\$ = Investment

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Investors are seeking investments with  
a higher probability of success.

Demonstrated sales performance  
increases Investor interest in your company.





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