

Fundraising – how to guide

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Introduction

- Key things in a presentation
- How to prepare for *future* financings
- Raising money without prior success
- Battery Ventures
- Hot areas

Key things in a presentation

- Market
 - Size & growth
 - Competition
 - Value proposition
- Team (current and plan to fill “holes”)
- Technology (almost always)
- Capital requirements and usage
- “Special sauce”

How to prepare for *future* financings

- Pick your partner well...
- Fundable milestones
 - External and internal
 - Not only development goals
- Capital efficiency
- No “funny” terms in the first financing

Raising money without prior success

- People – drive and work ethics beat subject matter expertise
- That said – *someone* has to know what you're doing!
- Advisory boards are a good tool
- Do lots of market research
 - Value proposition
 - Competition

Battery Ventures

Mission statement

Battery Ventures is one of the largest venture capital firms specializing in early stage technology investments. With a team of over 25 experienced professionals, Battery has the bandwidth, industry expertise and capital to guide emerging technology companies to category dominance.

Battery Ventures

Source of differentiation

- Research: See Over the Horizon
- Recruit: Find the People Who Can Execute Flawlessly
- Drive: Play the Game By Our Rules
- Promote: Build an Impenetrable Wall of Buzz
- Finance: Provide the Rocket Fuel

Battery Ventures

Performance speaks louder than words

- Top 10 Firm in Internal Rate of Return Since Inception
- Only US Venture Firm to Remain in the Top Quartile for Returns for All Funds Under Management
- Big Wins Include Airespace, Akamai Technologies, Allegiance Telecom, Focal, Fore Systems, HNC, Infoseek, LIFFE, Nextel, ProfitLogic, Redstone, River Delta, Qtera, Sigmatel, SupplierMarket.com
- Exceptionally High Hit Rate: 2/3 of All Investments Yield Profitable Returns
- Total capital under management over \$2.1 Billion

Hot areas

- To be discussed.....