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Thank you attendees

“Like everything else, angel investing is going online. You can either be an early adopter or a late adopter.”

—Naval Ravikant, CEO of [AngelList](#)
(1st round investor in Twitter, Uber, many others.)

If you're here, you're early!

Unicorn Hunting 101

Finding Deals With 100x Potential Online

Online Startup Investing Primer

What you're investing in:

1. Equity - usually preferred
2. Convertible debt - will convert upon future fundraising

Neither are liquid!

Primer

Benefits:

- Invest small with big upside - \$1-15k min.

- Invest early @ \$2-50 million valuations

- Unprecedented access to Silicon Valley
(really)

- Easily build a portfolio of 10-200 startups

A Benefit For Now

Market is exclusive by law

Only accredited investors can even see deals

**Less price discovery = lower
prices/valuations**

Benefit for Now Continued..

1. Only 4-5% of Americans can participate, and only a fraction of those do.
2. Is it fair? No.
3. Take advantage of it while you can.

Bona fides

I've invested in 59 early-stage deals
Unicorn trajectory in multiple investments
IRR over 50% annual (on paper)
Vetted thousands of deals
I track performance of hundreds of startups

What's the Goal?

One goal: invest in unicorns

Startups with the potential to hit exponential growth.

100x to investors

Large addressable markets

Magnetic leaders



Target: 100x Deals



Fortune, February 2015

Unicorn Sightings

Since Fortune cover piece in Feb '15, there are at least 51 more \$1b+ startups

Startups are growing faster than ever

Unicorns raise money online: Instacart, Altschool, Zenefits

From Fortune's "Age of Unicorns"

"It used to be that unicorns were these mythical creatures," says Jason Green, a venture capitalist at Emergence Capital Partners whose investments include Yammer, which sold to Microsoft for \$1.2 billion. "**Now there are herds of unicorns.**"

Why Now?

Technical founders can build a software product for hundreds of dollars vs. millions before.

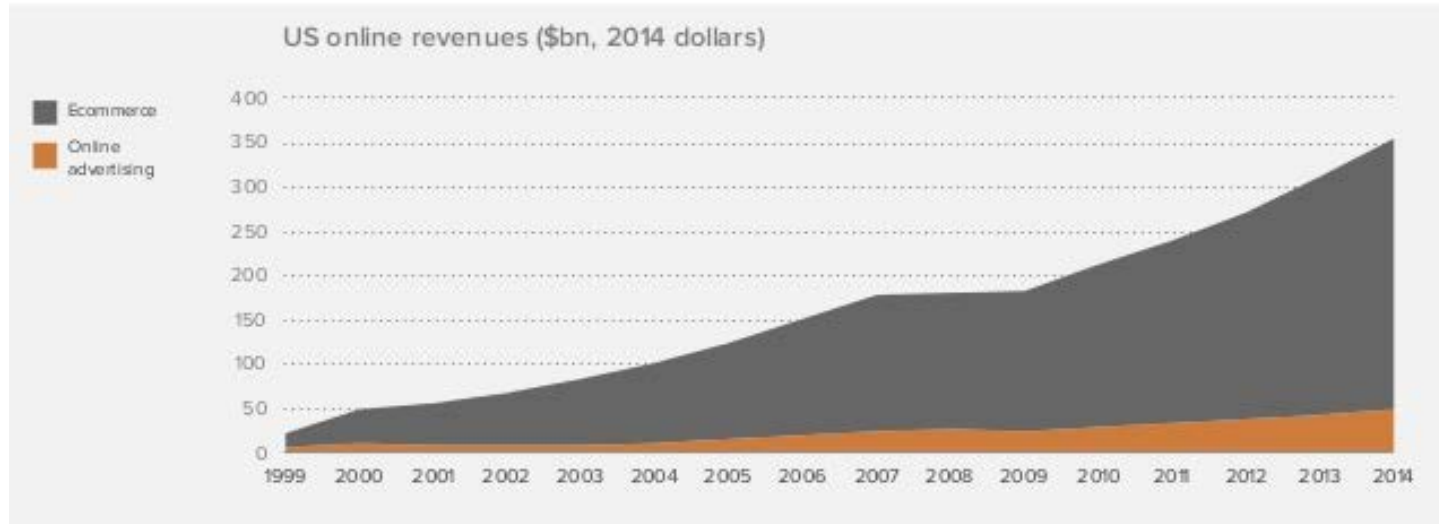
3 billion internet consumers, vs 100m in 1999.

Online advertising is dynamic, quick, and extremely scalable.

It's here: Mobile, apps, automation, ecommerce, logistics, display.

People are spending (lots of) money online

US ecommerce + online ad revenue has increased ~15x since 1999



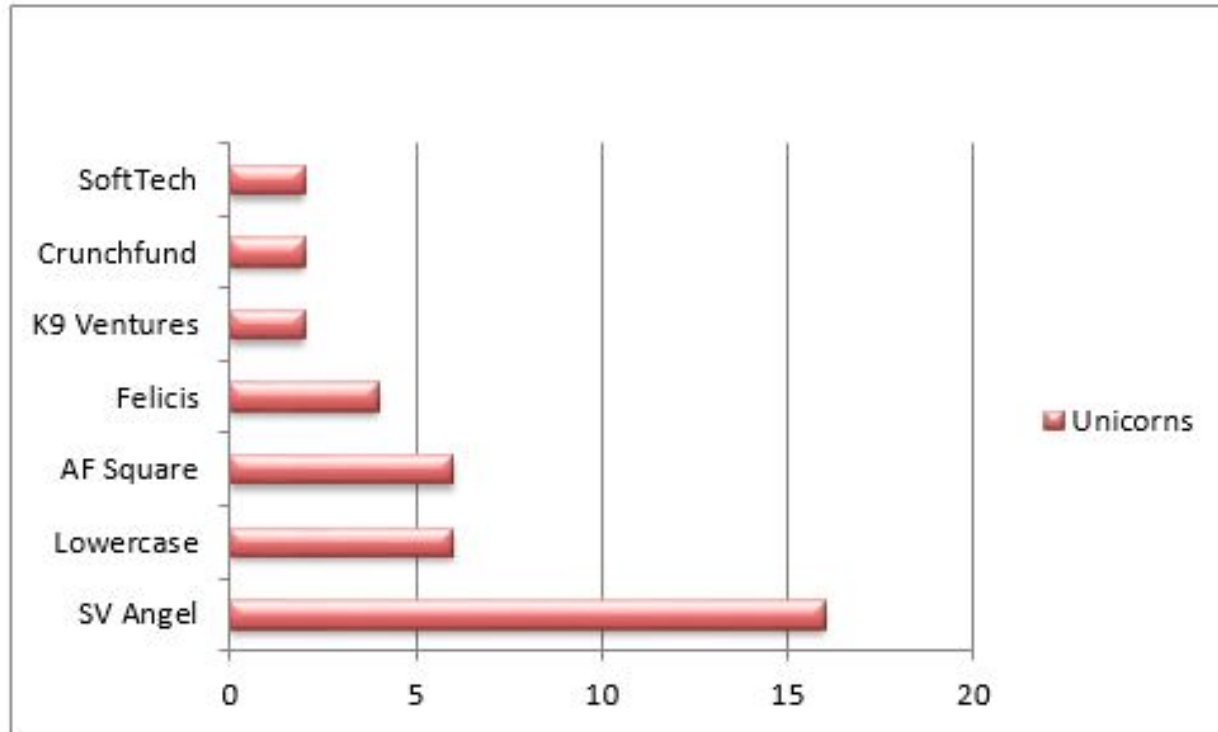
Online Revenue, 1999-2014 (15x higher today)

Quotable Ron Conway

To start a startup 20 years ago, you had to have a high-end, database-oriented computer. Today, it's a PC or a Mac with all open-source software. So the barrier to entry has never been lower.

Ron Conway of SV Angel

SV Angel: The Unicorn Hunter



Why Co-Investors Matter

Free diligence/terms

VCS support portfolio with capital for long-run

Angels can bring immense value (Jeff Schox)

Our Research

Startup Investor:

24 startup recommendations

2 funds (\$3.4m raised)

Pre-IPO fund: Spotify, Honest Company,
Bonobos, Dropbox

Early-stage: Geekatoo, Connect.com,
Wefunder, Seedinvest, Dealflicks, Trustify

Startup Investor Highlights

[Connect.com](#): Recommended 5/20/2014

Grown from 200k users to over 4 million

Growing around 30%+ MoM (compounds quickly)

\$10m in follow-on funding from Fosun Intl and Marc Benioff (Salesforce)



All your people in one place.

All your people from across your social networks, email accounts, and phone contacts in one place on a map of the world.



Wefunder.com

Startup investment portal

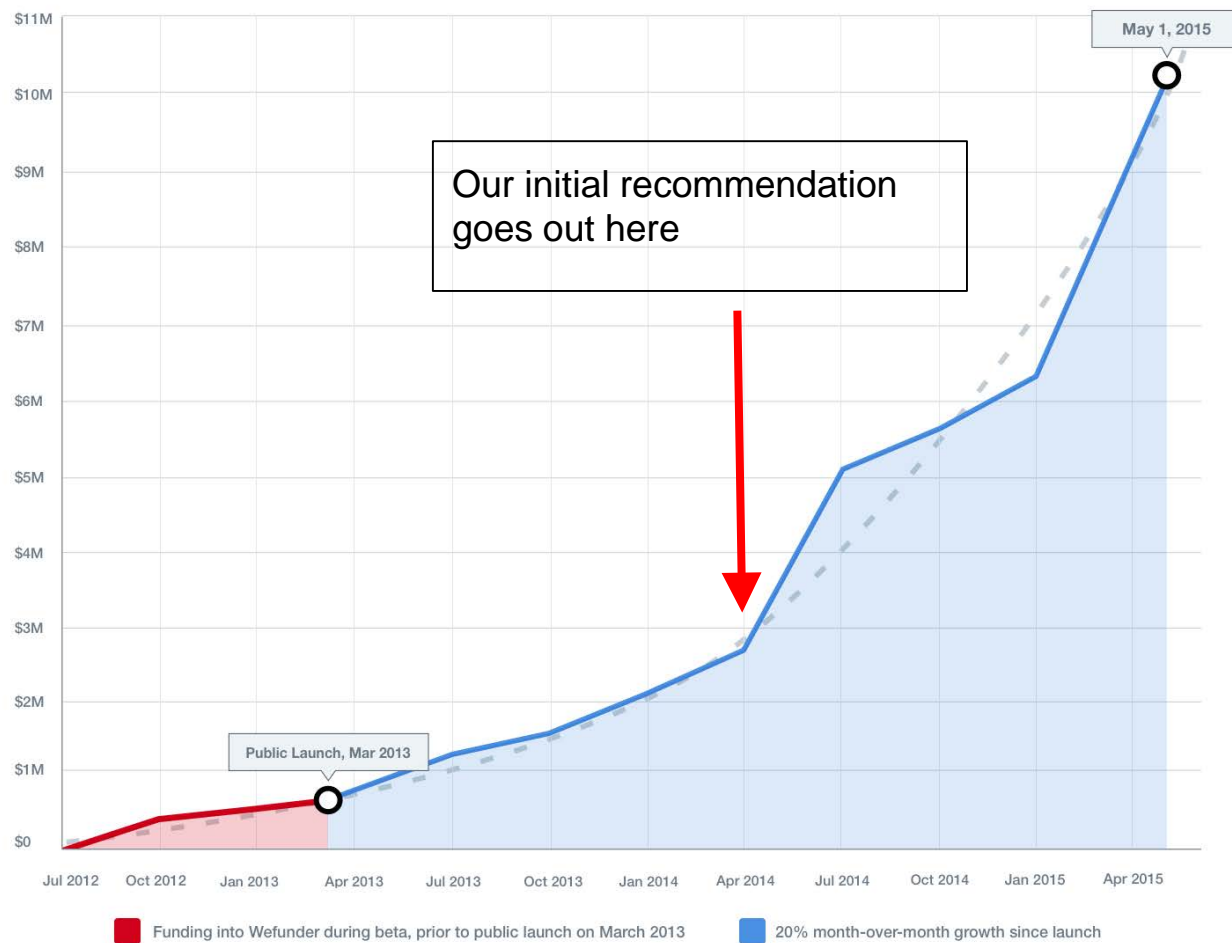
We recommended April 2014 @ \$15m cap

Then again April 2015 @ \$18m cap

Now it's raising at uncapped valuation

Growing like a weed

Total Investment Volume



Wefunder Deal Closes Friday

WRITTEN BY ADAM SHARP ON APRIL 23, 2015

Dear Startup Investor,

One of our favorite recommendations, Wefunder.com, closes this Friday, April 24. We've known the team for a while, and believe it can grow the company into a very large and profitable one.

Wefunder is a "portal" site that offers startup investments. It competes with AngelList, Ourcrowd, FundersClub and others.

It earns money by collecting "carried interest" on investments made through its site. Carried interest, or just "carry," is simply a percentage of profits on the deal. Wefunder takes 10% of the upside in all deals that go through its platform.

Reminder recommendation

How do we vet opportunities?

Always talk with the founder(s)

Evaluate co-investors

Check their math (TAM, etc)

Tools: Google Trends, CB Insights

Ask experts in the field

My strategy

Invest in 50+ additional startups over the next
2 years

Invest small amounts

Track everything

Keep learning!

It's fun

Private early-stage investing has rewards that go beyond \$\$.
Meet dynamic entrepreneurs
Help them; add value (optional)
Watch winners grow

Table 1. US Private Equity and Venture Capital Index Returns

US\$ Terms • Percent (%)

	Qtr	1 Yr	3 Yr	5 Yr	10 Yr	15 Yr	20 Yr	25 Yr
CA US Private Equity	0.8	11.2	15.6	15.8	12.9	10.9	13.5	13.5
CA US Venture Capital	9.9	21.5	18.0	16.1	10.3	4.8	35.4	22.1
Nasdaq Composite*	5.4	13.4	22.1	15.9	8.1	1.0	9.6	9.8
Russell 2000®	9.7	4.9	19.2	15.6	7.8	7.4	9.6	9.8
S&P 500	4.9	13.7	20.4	15.5	7.7	4.2	9.9	9.6

Sources: Cambridge Associates LLC, Dow Jones & Company, Inc., Frank Russell Company, Standard & Poor's, and Thomson Datastream.

Note: Because the US Private Equity and Venture Capital indexes are capital weighted, the largest vintage years mainly drive the indexes' performance.

* Capital changes only.

Unmatched profit potential

Where to Invest

Early Stage:

OurCrowd

AngelList

Wefunder

SeedInvest

Fundersclub

Later/Growth:

Microventures

Ourcrowd

CircleUp

Sharespost



THANK YOU! Now go bag a unicorn!