



## Purdue Ventures Company Funding Strategy Elements

Company Name  
Date  
Completed by  
Position  
Counsel/Law Firm

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Round: Founders - Seed - A - B – Other (Specify)

Amount Sought  
Preferred Form (Debt or Equity with specific preferred terms)  
Use of Proceeds  
Time Frame - To Complete Round  
Time Frame - Use of Funds

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Describe the characteristics of your target investors:

### Targeted Investors (Top 6)

Who (specifically)  
Why (does it make logical sense to target them)  
Approach/Leverage (how will you achieve a first meeting)

Preferred Lead  
Rationale  
Preferred Terms  
Rationale

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Capital Raised To Date (All prior rounds)  
Form - (Debt or Equity with specific actual terms)  
Attach current capitalization table  
Attach all current and previous offering documents  
Anticipated Future Rounds

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### Pre-Funding Checklist:

- Comprehensive Business Plan
- Deal Room Prepared
- Sound and verified financial projections
- Financing Strategy Roadmap
- Historical financials (if applicable)
- Accurate cap table
- Sound and reviewed pitch deck
- Sound and reviewed executive summary
- Regular company/investor update vehicle

### Resources

- ✓ Crunchbase - <https://www.crunchbase.com/>
- ✓ Venture Deals, 3<sup>rd</sup> Edition - Brad Feld and Jason Mendelson
- ✓ [www.askthevc.com/resources](http://www.askthevc.com/resources)
- ✓ <https://www.marsdd.com/collections/introduction-to-investment-readiness/>
- ✓ <https://www.marsdd.com/collections/startup-finance/>
- ✓ The Art of the Start – Guy Kawasaki
- ✓ <https://startupxplore.com/en/blog/types-startup-investing/>
- ✓ <https://www.entrepreneur.com/slideshow/299773>

## Purdue Ventures - Company Funding Strategy

Company Name Digital Visualizations, Inc. Date 10/01/19

Completed by Thomas Roberts Position CEO

Counsel/Law Firm Quarles and Brady (317-888-0046)

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### Pre-Funding Checklist:

- ✓ Comprehensive Business Plan
  - ✓ Deal Room Prepared
  - ✓ Sound and verified financial projections
  - ✓ Financing Strategy Roadmap
  - ✓ Historical financials (if applicable)
  - ✓ Accurate cap table
  - ✓ Sound and reviewed pitch deck
  - ✓ Sound and reviewed executive summary
  - ✓ Regular company/investor update vehicle
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Round (Check One):  Founders  Seed  A  B  Other

Amount Sought: \$750,000 Preferred Form: Convertible Note

### Use of Proceeds:

- 1. Full time developer/web designer to build and maintain SaaS platform and web presence. One year runway @ \$125k**
- 2. Complete industrial design of post-prototype product, including tooling buildout. Rhys and Smith Design @ \$450k**
- 3. Attend four product trade shows (sales). One year runway @ \$85,000**
- 4. Hire one inside sales rep. One year runway @ \$65k (fully loaded)**
- 5. Balance for maintaining operating costs for one year at our current rate. \$25k**

### Time Frame:

To Complete Raise: By 12/31/19

Use of Funds: One Year Runway

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**Describe the characteristics of your target investors:**

Targeted Investors (Top 6)

Who

Why

Approach/Leverage

**1. Pyramid Ventures**

**Why:** They support job growth in the state and have a history of investing in seed stage companies that are creating jobs.

**Approach:** Already received a warm introduction to one of their EIRs through John Smith. Plan to meet soon with the EIR to introduce our company.

**2. Central State Angel Network**

**Why:** We presented to them six months ago and they asked us to return once we detailed out our business plan – which is now comprehensive.

**Approach:** Call Gil Washington to get scheduled into one of their evening pitch events.

**3. Warsaw Seed Capital**

**Why:** They are within 200 miles of us and have a history in investing in seed stage companies. According to Crunchbase, they have \$3M in dry powder and are looking for investments in the SaaS space.

**Approach:** See if either Elevate or Central State has any warm connections into this fund and would be willing to make an introduction; if not, canvass our networks to see if anyone has a connection; if not, cold call some time in next three months.

**4. Smith Elkins**

**Why:** One of the oldest, most successful venture funds in the world. They recently started a seed fund and have invested out of that fund in companies similar to ours.

**Approach:** Canvass our networks on the chance someone has a connection into KP; otherwise, check LinkedIn for 2<sup>nd</sup> or 3<sup>rd</sup> tier connections into any KP partners; failing that, cold call; as a last resort, send them our executive summary with a cover letter.

**5. Friends and Family**

**Why:** We still have friends and family asking to participate; our reluctance is that we don't think they can fill our entire round.

**Approach:** See what a lead investor will do and then approach friends and family if the lead will endorse giving them the same terms.

**6. NWI Regional Grant Program**

**Why:** The RGP has, in the past, supported some regional startups with modest non-dilutive grant funding.

**Approach:** Prepare an RGP grant application and, before submitting, see if we have any connections onto them willing to make a warm introduction; otherwise, file immediately.

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**Preferred Lead:** Pyramid Ventures or Central State Angel Network

**Rationale:** They have a history of attracting other investors and syndicating deals.

Capital Raised To Date: \$275,000 Form: Founders Shares

Attached cap table

Attached all current and previous offering documents

Anticipated Future Rounds:

***This round will provide us a one-year runway to get the product to market with a solid SaaS platform in place to support it. Product placement at that point will likely be on a trial basis with select retailers and direct online sales. Assuming successful direct and retail trials, we will be positioned to raise an additional \$3.5M for growth.***