



UVPARTNERS

How to Raise Money in Utah

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Ahead to the Past!

Next-Gen, Old-Fashioned Venture

Understand Your Audience

- Venture Capital
 - IT, Life Science, Retail, Energy, consumer, etc.
- LBO
- Debt
 - Debt Focused VC firms, Banks
- Government Grants
- Angels

The Referral

- Lawyers
 - Accountants
 - Advisors
 - Other Investors
-
- It's about relationships
 - Cold Calls Rarely work

Building a Business Plan

- **Proposed Financing**
- **Basic Demographics**
- **Historical Financing**
- **Market Opportunity**
- **Elevator Pitch**
- **Value Proposition**
- **Competition**
- **Product/Sales**
- **Customers**
- **Development**
- **Revenue**

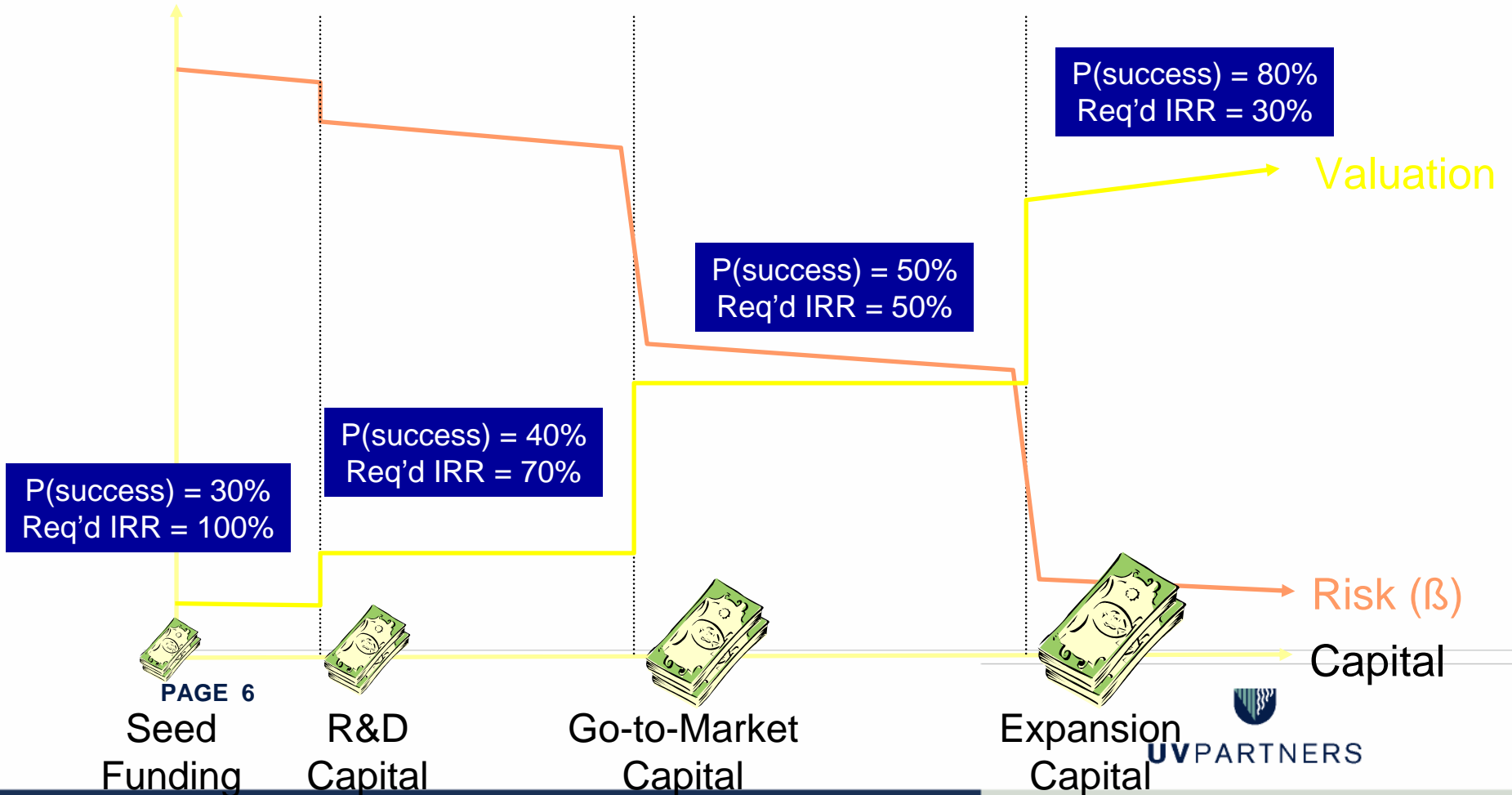
Funding to Milestones

aka "Old-Fashioned Venture Capital"

Idea is Feasible

Technology Works

A Customer Buys



A Generic Early 90's Model

Round	Type	Date	Amount Raised (MM)	Pre-Money Valuation (MM)	IRR	Multiple
1	Seed	Jan-90	\$ 0.50	\$ 2	101%	32.53
2	1st	Jan-91	\$ 3.00	\$ 10	70%	8.13
3	2nd	Jan-92	\$ 8.00	\$ 32	50%	3.30
4	3rd	Jan-94	\$ 13.50	\$ 100	32%	1.32
5	IPO	Jan-95		\$ 150		

Total Private Capital \$ 25 Million

A Generic Late 90's Model

Round Type	Date	Amount Raised (MM)	Pre-Money Valuation (MM)	IRR	Multiple
1 Seed	Jan-97	\$ 5	\$ 35	79%	18.37
2 1st	Jan-98	\$ 10	\$ 100	65%	7.35
3 2nd	Jan-99	\$ 25	\$ 200	59%	4.04
4 3rd	Jan-00	\$ 60	\$ 600	52%	1.52
5 IPO	Jan-01		\$ 1000		

\$200

Total Private Capital \$ 100 Million



The VC Firm Model

1.5-2 ventures/partner/year

\$8-10M invested per venture (3 rounds)

New fund every 2 years

\$12-20M per partner per year

\$24-40M per partner per fund



"I got out of tulips after the market collapsed, but I'm slowly getting back in. Especially pink ones."

