



## ANGEL CAPITAL ASSOCIATION

# Leaders Workshop

### SUSTAINABILITY TOOL KIT: IDEAS FOR INCREASED MEMBERSHIP, DEAL FLOW AND FUNDING

**Blank Rome LLP  
Philadelphia, PA**

## AGENDA

### Wednesday, November 3

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- 1:00**     ***Valuation of Early-Stage Companies Seminar (via separate registration)***  
***Bill Payne, Frontier Angel Network***  
The Pennsylvania Angel Network is offering this four-hour workshop educates and empowers angel investors, entrepreneurs, and others interested in access to capital on a variety of ways to value pre-revenue companies. This interactive workshop teaches three valuation methodologies: the Venture Capital Method, the Bill Payne Method and the Risk Factor Summation Method. In addition, attendees explore the importance of approaches and the roles of returns and portfolio strategies to angel groups and to your next deal. Attendees also put these methods to work in the kind of interactive case study that have become so popular with ACEF programs.
- 5:00**     ***Opening Reception – Hosted by Blank Rome, CBIZ, and Fisch Wealth Management Group of Wells Fargo Advisors***  
Network with your colleagues and meet many of Philadelphia's top angel investors and entrepreneurial community.
- 7:00**     ***Informal Dinners (on your own)***  
Invite your colleagues to join you for dinner at one of several restaurants within walking distance of the conference and your hotels.

### Thursday, November 4

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- 8:00**     ***Welcome and Today's Agenda***  
***Katherine O'Neill, Jumpstart New Jersey Angel Network (Workshop Chair)***  
***Jeff Snellenburg, Pennsylvania Angel Network (Workshop Host)***  
***Representative, Blank Rome LLP***
- 8:15**     ***Practical Exit Roadmap for Angel Groups***  
***John Huston, Ohio TechAngel Funds***  
Getting to a positive cash exit is THE goal of angel investors and entrepreneurs alike. Learn how angel groups are translating valuable recommendations on early exits from three different sources – Basil Peters, John Fisher, and Tom McKaskill – a large number of their member investors.

- 9:15**      ***Driving Sustainability for Your Group***  
 Leaders of ACA member angel groups are learning new ideas all of the time to build the long term health of their groups – from membership to deal flow to operational funding. Ideas to be covered include:
- community networking to diversify your membership,
  - attracting sponsorship (or thinking through strategies without sponsors),
  - thinking through entrepreneur presentation fees (what are the pros and cons?)
  - building the group’s public face and getting publicity for membership and getting the best deals
- 10:15**      **BREAK**
- 10:30**      ***Roundtable: Most Pressing Issues for ACA Groups***  
***Bill Payne, Frontier Angel Network***  
 As angel groups undergo constant change, it’s important to check in on the issues that are most important to you on November 4, 2010. The moderator will solicit your suggestions, take a priority vote, and lead all participants in exploring your ideas for dealing with the issues.
- 11:30**      ***Concurrent Sessions***
- Sidecar Funds – Things Angel Networks Can Do (Really)***  
***Peter Rosenblum, Foley Hoag LLP (invited)***
- Experts at Using Angelsoft Show Their Best Stuff***
- Recruiting and Retaining Member Angels – Recognition & Education***
- 12:15**      **LUNCH**
- 12:45**      ***HALO Report – Newest and Best Source of Angel Data***  
***Sarah Dickey, Angel Capital Education Foundation***  
***Laurie Lumentti Garty, SVB Capital***  
***Anand Sanwal, CB Insights***  
 ACEF is launching the angel version of the “MoneyTree Survey” with Silicon Valley Bank and CB Insights. See the first ever release of angel data from this new source and have a dialog with the three partner organizations about the future data and analysis you would like to see.
- 1:15**      ***ACA Member Benefits – Supporting YOUR Members***  
***Anita Brearton (ACA Membership Chair)***  
***Liddy Karter (ACA Public Policy Chair)***  
***Scott Burton, Venture Advisors***  
 ACA has some great benefits that are new and some that have been around, but you might not have heard of. Get the lowdown and also receive a quick flyer and presentation you can use at one of your future investment meetings to brief your members. Liddy Karter will provide an update on Washington, DC happenings – what is new with tax credits, securities regulations, and other opportunities.
- 1:30**      ***New (Technology) Tools of the Trade***  
 Angel groups are using technology and social media in new ways for recruiting and energizing member angels and driving deal flow. Learn tips about a variety of technologies from Facebook and Twitter to Webinar platforms (for entrepreneur presentations) to RSS feeds, and document technologies such as DocuSign and much more.

**2:15**

***How to Become DEAL CENTRAL in your Community***

Some angel groups are heightening their deal flow within their communities through active networking with investors and deal sources, and are also figuring out how to get more deals in front of their member angels (even if these deals are outside the sweet spot of the group as a whole). How are angel groups working with “Super Angels”? Accelerators? VCs? Are there new ways to work with incubators, and universities? Hear more about experiences with events and publicity that built group deal flow.

**3:15**

***Wrap-up & Adjourn***

***Catherine Mott (ACA Chair)***

***Marianne Hudson (ACA Executive Director)***

We believe this workshop leads to a special corps of ACA leaders who have new insights and tools to thrive in any economic environment. Hear about plans to continue discussions on many of today's sessions and receive many helpful tools and documents to dive more deeply into the issues of greatest importance to you.