



ANGEL CAPITAL ASSOCIATION

ACA Strategic Plan Refresh

**Taking ACA to the Next Level
And Bringing More Value for
Your Membership**

**EFFORTS AND COURAGE
ARE NOT ENOUGH WITHOUT
PURPOSE AND DIRECTION**

John F. Kennedy



ACA 2017/2018 Strategic Refresh Plan

ACA launched a robust strategic plan process earlier this year to update our 2013 plan with goals:

- Enhance ACA's position as an even bigger voice of angel investing in North America
- Make ACA more sustainable
- Assist member angels and angel groups improve outcomes (through additional benefits & services)

Process Included Surveys and Interviews with ACA Members and Others

You told us:

- Keep doing the good public policy work ACA is doing in Washington, DC
- Expand education programming and opportunities
- Gather and analyze data to help members improve our knowledge and our investing results

Strategic Planning

“The essence of strategy is choosing what not to do.”

– Prof. Michael Porter

Strategy Quotes at jeroen-de-flander.com

Specific Strategy Teams

- Public Policy – Christopher Mirabile
- Data Analytics – Steve Flaim
- Education and Best Practices – Kevin Learned
- Membership – Marcia Dawood
- Marketing – Elaine Bolle
- Revenue and Resources – Parker MacDonell

Expanded Education for You

- Webinar program re-starting on December 13
- ACA developing new courses (Angel 101 is first)
- We established an educational catalog to guide development and selection
- ACA will work with members and thought leaders to make their education programs available to other members
- Education to take many forms, so you get what you need (in-person training, webinars, articles, videos, etc.)

New Data & Analytics Program

- Release of “The American Angel” this week
- Establish new angel group investment data project with deep dive analysis to help members understand what practices lead to better outcomes:
 - comprehensive in coverage
 - regular in collection and publication
 - professionally administered (with academic partner)
 - unparalleled depth in the metrics collected
 - good vehicle for promoting the leading groups and platforms
 - rigorous in its analysis
 - flexible enough to allow searching and benchmarking
 - safeguarded to protect the privacy of investors’ data from use by commercial third parties.

Specific Asks for You!

- Please supply your investment data as part of our Data Analytics Strategy – Beta testing is planned to start in early 2018. Goal is to help angels/angel groups improve outcomes.
- Use our new products and services to help you become more efficient and effective in your angel investing and group management activities.
- Be willing to contribute to our various strategic initiatives – give us your ideas for improving ACA.
- Attend ACA planned events, e.g., Boston Summit, regional events, etc. (help us attract sponsors).

Elevating Angel Capital Association & Members

