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