

\$100M

Dell Innovator's Financing Fund Ignites Startup Growth and Innovation

New initiative targets startup debt capital needs, connects firms with scalable technology solutions, markets and networks for growth

New York, NY – June 7, 2012 — Dell today announced the Dell Innovator's Financing Fund – a first-of-its-kind \$100M financing initiative that provides entrepreneurs with the financial and scalable technology resources they need to maximize potential for innovation, speed to market and job creation.



Richard Garriott, Dell EIR Advisory Board member, turned his vision into a business success (DOOM) that fueled his dream to go to space. We honor the entrepreneurs and business owners who turn dreams into reality.



Entrepreneurs Spoke. We Listened.

Inaugural Dell EIR Advisory Board meeting | January 17, 2012



- 1 Cash is tight
- 2 Technology is a nightmare
- 3 Need resources, support & access to global sales network
- 4 Help us be successful!



The power to do more

Funded

Seeking Funding

Self Funded

Dell's

\$100,000,000

Commitment Helps Your Dreams Take Shape

Dell Innovators, Fueling Entrepreneurial Success!





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CURRENT MOTOR

10% of venture capital or angel funded amount up to \$150K & access to a Rolodex to help your business grow.

Raised more than \$1.5M? More fast-tracked financing available for companies who qualify.

[Learn More](#)

[Apply Now.](#)

Current Motor. Dell Innovator's Founders Club helped CEO Lauren Flanagan get to market 6 months faster.





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Benefits: Founders Club Membership

- Priority and dedicated accounts with Dell
- Part of exclusive network only open to Founders/CEO's
- Member-only exclusive invitations with in-network introductions
- You will be given an account at Dell to use anytime
 - Starting with 10% of your funded amount up to \$150K
- Strong payment terms
- Concierge – level support assigned to you
- 24/7 Tech support for your team
- Frees your capital to build your company
- Access to the latest tech development
- Dedicated review of your firm for inclusion in marketing and PR campaigns
- Priority access to Dell ecosystem for
 - Member assistance/business and tech support
 - Review for potential vendor access to Dell
 - Fast track review for business requests
 - Access to Dell SB customers via dedicated portal (Avail. August 2012)
- Members will receive access to exclusive deals and discounts organized by Founders Club
- Priority access given to portfolio companies of approved VC's and angel groups

"We were growing but bankers wouldn't touch us – we were "too new". We wouldn't have been able service our customers much less to survive & scale without Dell." **Thomas Brenneke, Founder & CEO Network Redux FC Member #15**



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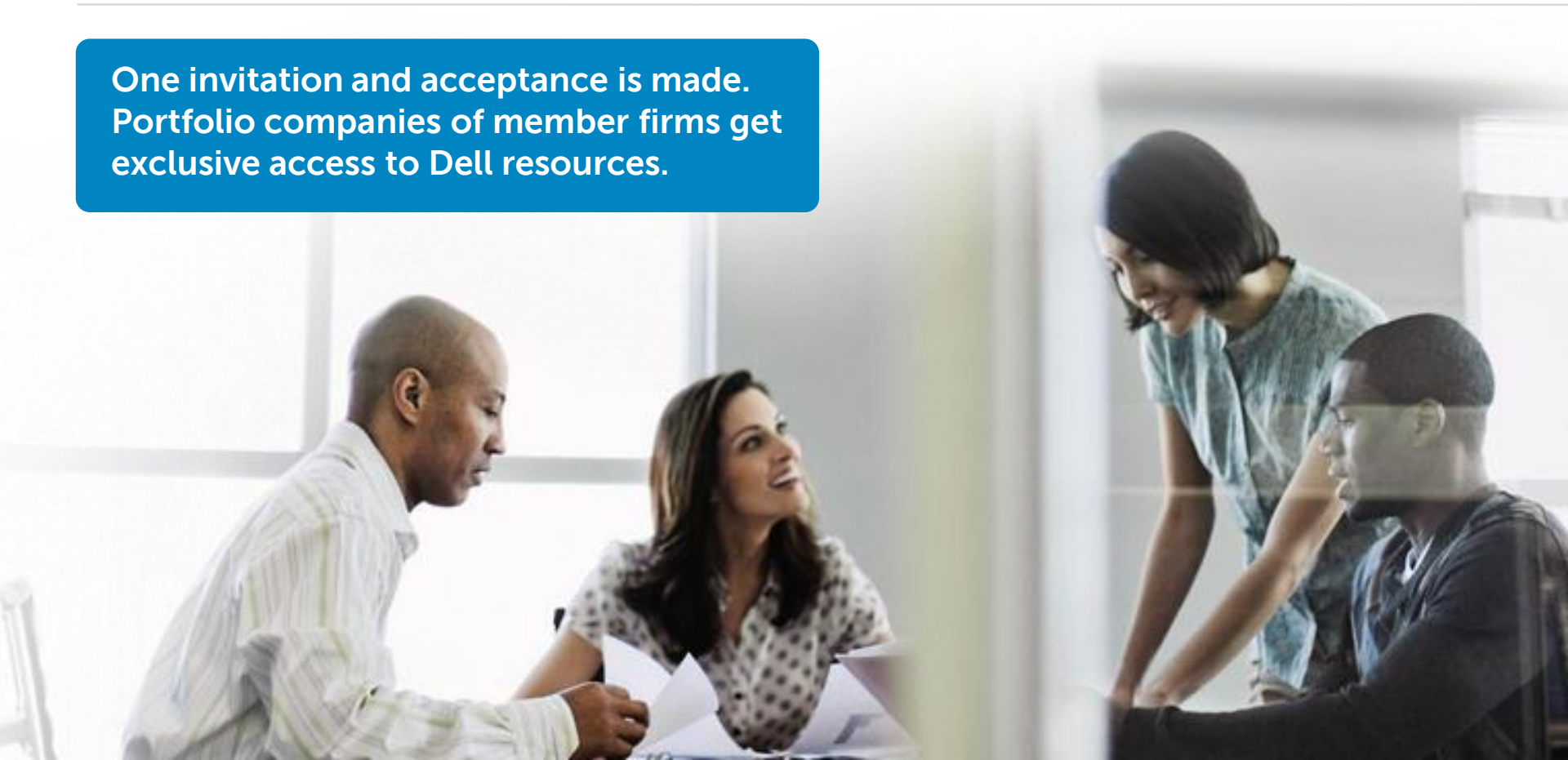
Seeking Funding

Self Funded

Dell Innovator's Founders Club Meeting

EXCLUSIVE INVITATIONS. 24/7 SUPPORT. IT SOLUTIONS. MEETUPS. FINANCING. FREE TO JOIN.

**One invitation and acceptance is made.
Portfolio companies of member firms get
exclusive access to Dell resources.**



Created by & for
entrepreneurs.



Vanderveldt

Ingrid Vanderveldt, M. Arch & MBA. Serial entrepreneur, TV host and Dell's First Entrepreneur-in-Residence. Founder & Curator of The Dell Innovator's Financing Fund and Founders Club.
www.dell.com/eir | [@ontheroadwithiv](https://twitter.com/ontheroadwithiv) | eir@dell.com





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Exclusive invites

Dell Innovators Founders Club Members

Skydiving & Branding with Peter
Shankman, Founder of HARO
September 20-21, 2012

Dell EIR Advisor & Founders Club Member #5

Dell Innovators Founders Club Summit meeting.

EXCLUSIVE INVITATIONS. 24/7 SUPPORT. SOLUTIONS. MEETUPS. FINANCING.

Open to Founders Club members only.





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Learning from and deal making with **the best.**



Dell Innovators Founders Club Summit meeting.
Learning from and deal making with the best.





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Qualification: Founders Club

- By invitation or accepted application only
- Applications available at www.dell.com/eir
- Open to VC & angel-backed funded companies
- Priority access to portfolio companies of approved VC's/angels
- Funding received within the last 90 days
- Must submit set of proforma financials
- Agreement to hold mutual confidentiality
- Must be actively using account within every 12 months (inactive accounts will be removed to open space for new members)
- Min. bi-annual review with your business concierge. (30 minutes)
- Agreement to return email/calls from other Founders Club members within 5 business days. Mutual respect of time honored.
- Any exceptions to the requirements must have sign off from Innovators Fund CEO or two signatures from Innovators Fund Leadership Team



Created by & for
entrepreneurs
we fuel

Ingrid Vanderveldt, M. Arch & MBA. Dell's First Entrepreneur-in-Residence.
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Dell Innovators Founders Club Memberships.

Is this You? We Can Help. Next Steps:

Interested in a Founders Club Membership?

Are you an investor interested in priority access for your portfolio CEO's?

Applications at www.dell.com/eir

A member of The Founders Club Leadership team will return your call within 24 hours.