



ANGEL CAPITAL ASSOCIATION



Entrepreneurship



The American Angel Campaign...

A Preview



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Entrepreneurship



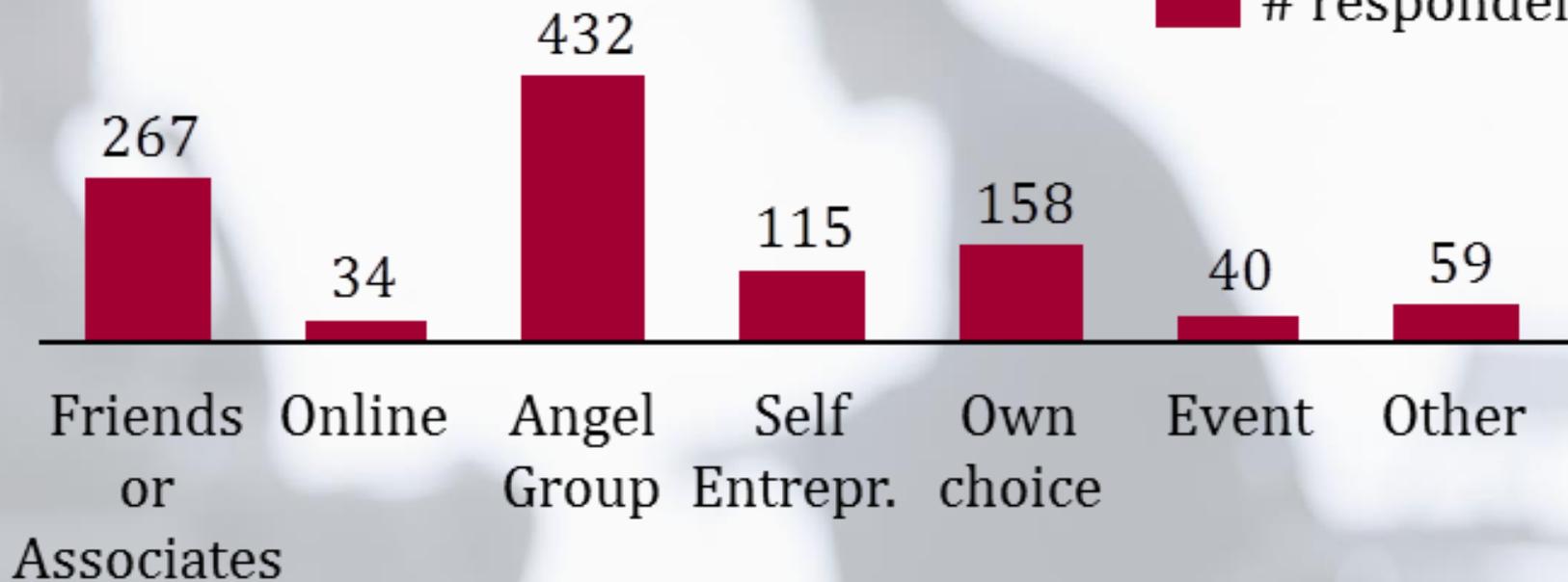
The American Angel Campaign

- ▶ **Who** are the angels in America?
- ▶ **Why** did these angels become investors?
- ▶ **How** do angels make their decisions?
- ▶ **What** are the general opinions that angels have about entrepreneurship in general?



How did you first get involved in angel investing?...

■ # respondents



How many checks have been written?

▶ In 2015...

▶ Mean: 4

▶ Median: 2

▶ Total checks...

▶ Mean: 19

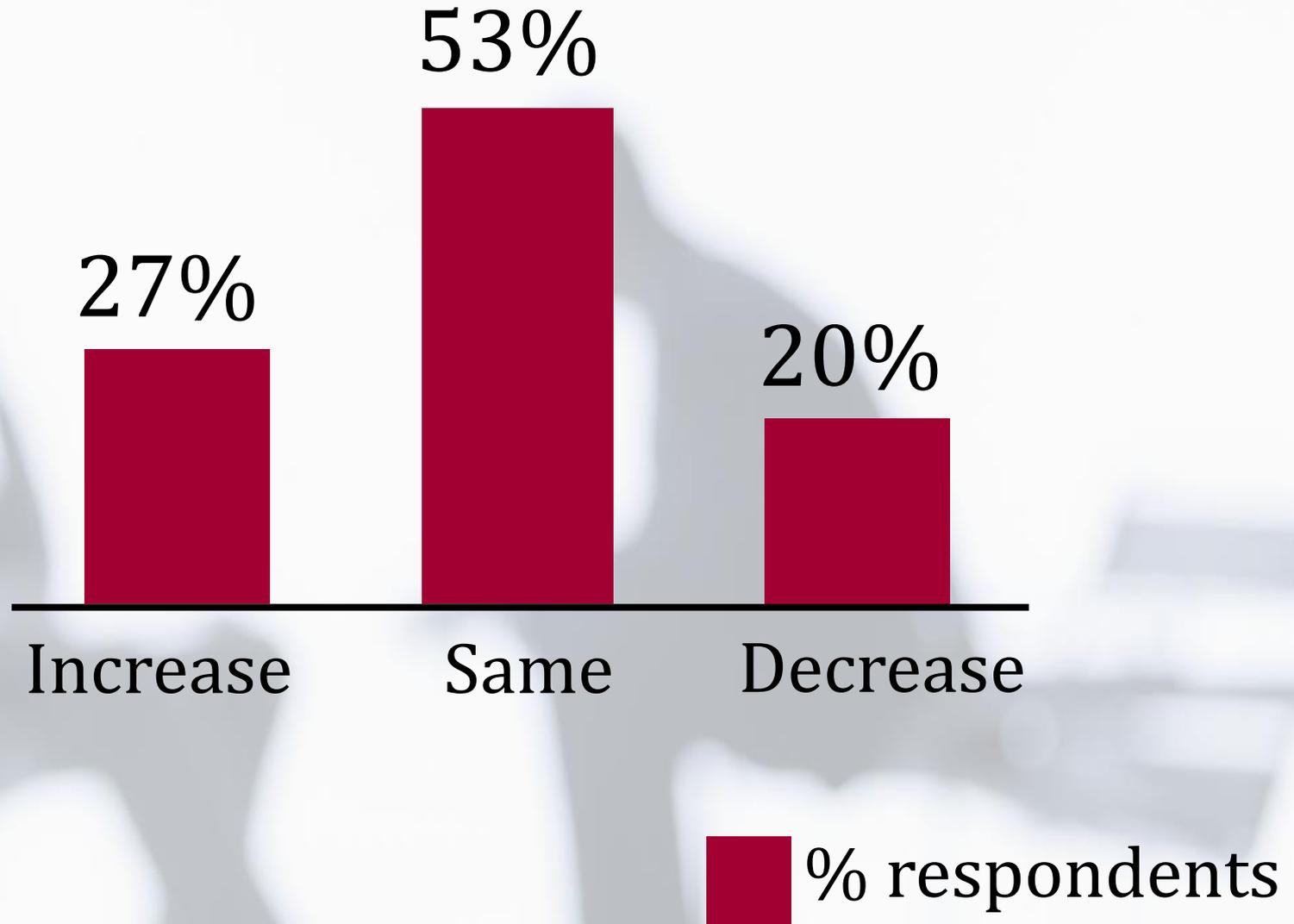
▶ Median: 10

Size of the checks written?

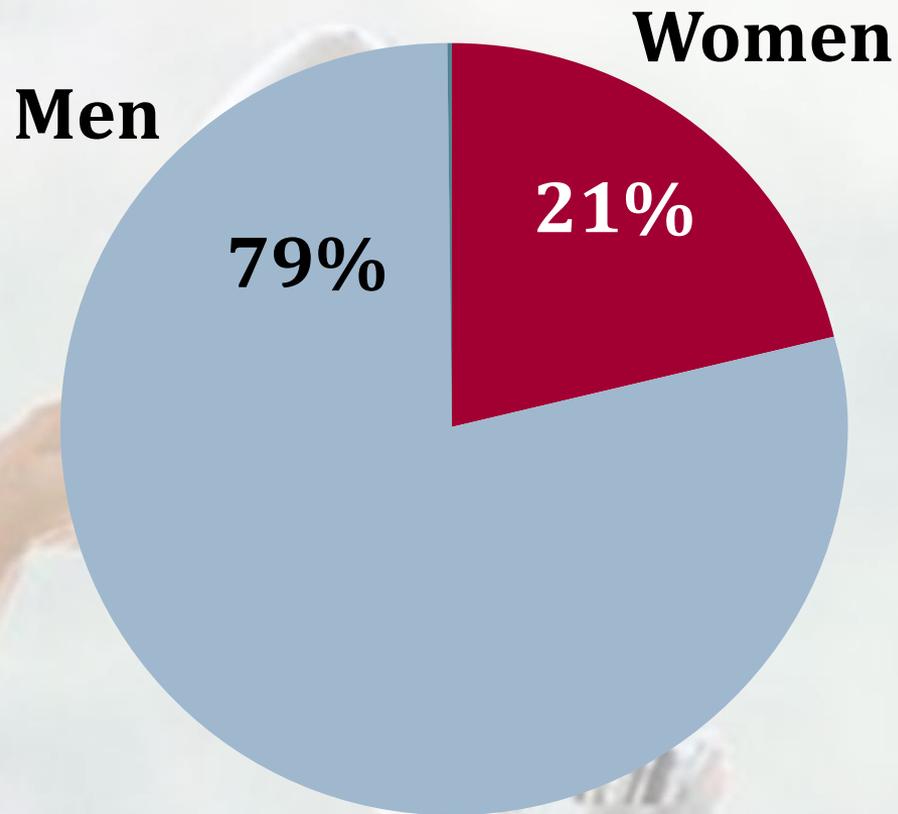
▶ Mean: \$35,030

▶ Median: \$25,000

Plans for level of investing going forward?...



Gender



Help us continue to test (erroneous?) assumptions about angel investors...

“Angels only expect
one (in ten) startups
to be successful...”

“Angels won’t invest less than
\$25K...”

*“Angels won’t invest more than
\$100K...”*

“Angels only invest ‘close to home’...”

“To Angels, numbers matter most...”

*“Angels want soft skills
over hard numbers...”*

“Angels will not sign
NDAs...”

Be Part of It - The American Angel Campaign

The first-ever U.S. study to comprehensively identify angel investors.

Take the Survey

www.TheAmericanAngel.org