



ANGEL CAPITAL ASSOCIATION

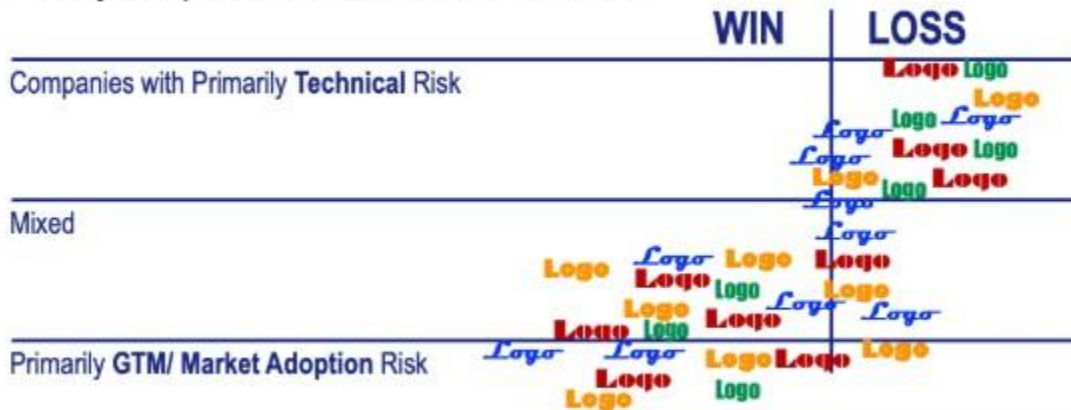
ACA Data Insights What We Learned From Our Data

In support of [ACA's Data Insights initiative](#), once a month we will be sharing charts illustrating useful learnings from analyzing data on angel investing and portfolio returns.

This month we are focusing on the topic of risk in relation to outcomes. When [Launchpad](#) conducted a study of their exits, one of the surprising findings was that they tended to do better when they invested at the point of market entry, rather than in the product building phase. The product building phase is associated with greater technical risk. In theory that should be off-set by lower valuations, but because of the realities of making founder economics work, the valuations did not make up for the increased risk. For more on early stage valuations, see this series on [Start-Up Valuations](#).

HOW TYPE OF RISK CORRELATES WITH OUR OUTCOMES

Primary risk presented at time of investment:



Stay tuned for additional insights next month and sign up to participate in ACA's Data Initiative by submitting your data for future editions of the [Angel Funders Report](#) to provide angels with insights on the factors that affect the outcomes of startup investments.