

Entrada Ventures' Accelerator Program

We are veteran angel investors and entrepreneurs who have been on both sides of the fund-raising table. Between us, we have raised hundreds of millions of dollars in equity investment and have also invested millions of our own in startups. Our track record is pretty decent, with founding or seed stage investments in companies like ValueClick, software.com, Apeel Sciences, Procore, Sonos, Invoca, TrueVision Systems, TrackR, and many others. We have each led the process of raising substantial capital from the world's leading venture capital investors. And we have led our own companies to multiple IPO's, acquisitions, and well over a billion dollars worth of exit value for ourselves and our investors. This has given us a unique and comprehensive perspective into startups, fundraising, and investing. Through our extensive entrepreneurial careers, we have developed both the skill set and the network needed to help companies develop and mature from an early stage startup to a company that is ready for professional investment and larger-scale investment capital.

We came together to form Entrada Ventures when we recognized a need in the startup ecosystem to help companies make the transition from a "scrappy startup" to a "real company" – one that meets the specific criteria and milestones expected by professional venture capitalists.

Most early stage entrepreneurs believe that the only thing standing between their company and venture capital investment (typically the "Series A" round) is a particular revenue threshold. In reality, though, revenue is only one piece of the puzzle. Experienced, high-value venture investors know that certain leadership, structural, and market validation elements are the indicators of long-term success.

In addition to revenue, here are a few things that VC firms want to see before submitting a term sheet for that coveted Series A:

- The ability to explain and demonstrate the value of the company in a concise and compelling way – “The Pitch”
- Strong team with depth and complete commitment
- Strong and proactive company culture
- Clean cap table with an appropriate option pool allocated
- Appropriate financial reporting and modeling for your industry
- Clear understanding of your customer acquisition and LTV economics
- KPI monitoring system
- Structured and measurable product development processes
- Intellectual property protections in place
- Realistic view on competitive landscape
- Documentation to keep the leadership team and all employees engaged
- Appropriately structured board for the company's level of development
- Banking, tax, legal and accounting resources in place
- Effective hiring processes with a pipeline of quality candidates

Entrada's goal is to get you there.

Entrada invests in companies that have already demonstrated initial traction in the marketplace. In most cases, this means paying customers and revenue, but there can be exceptions for different types of businesses.

Our boutique program is not your typical accelerator program where hundreds of companies are screened and accepted into batches each year using a cookie cutter approach. We don't churn through dozens of startups every three months in order to help just a handful of companies. *We help prepare just a small number of select late seed stage companies for their first round of professional financing each year.*

We work with no more than ten companies per year, doing whatever is necessary – for as long as necessary – to ensure that each and every company achieves the operating milestones required for the next round of financing. Some of the things you can expect our team to help with are:

- Pitch and pitch deck perfection
- Talent acquisition.
- Cap Table clean up
- Financial cleanup
- KPI determination and monitoring
- Intellectual property protection
- Intro to appropriate VC firms
- Assistance in raising pre-A financing

This usually means 3-6 months of intensive mentoring, education and assistance, followed by an active role in moving the company forward.

We typically do not take board seats, although we will function as a board observer and advisor at the discretion of the CEO. As entrepreneurs, we are strongly aligned with founders, and we look to minimize the potential for investor conflict by not taking a board seat except in unique circumstances. We invest our own capital and roll up our sleeves with you primarily for the opportunity to invest more in your business down the road when we have helped you through the proof points and have been side-by-side with you through the next phase of capital raising.

We work with just a select few companies each year, and we dive in fully to help where needed. We're not investor overhead; our experience and our connections are resources for you. Those of you in the Entrada program will have our mobile numbers and can get our help or input around the clock. We have all been fortunate enough in our startup careers that this isn't our job, it's our passion. Helping grow exciting early stage companies is the sport we play. So we're never "not working" as far as our portfolio companies are concerned. We will celebrate the wins with you, learn from the losses with you, and ultimately do everything we can to help you take your company to that next level of growth capital.