

JUV Consulting

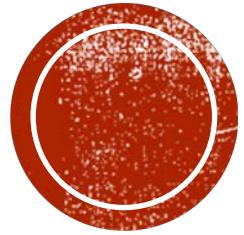
AN ANALYSIS & PLAN TO ENTER THE VC SPACE



MY PERSONAL EXPERIENCE

- Fly on wall for Polsky Center for Entrepreneurship and Innovation, University of Chicago
- Strategex, Chicago (2018)
 - Lead program to grow PE Clients: Due diligence/ Voice of Customer analysis
- EY Foundry, New York (2020)
 - Corporate VC
- Sweet Karma, Chicago (2017-19)
 - Startup that raised Venture Capital



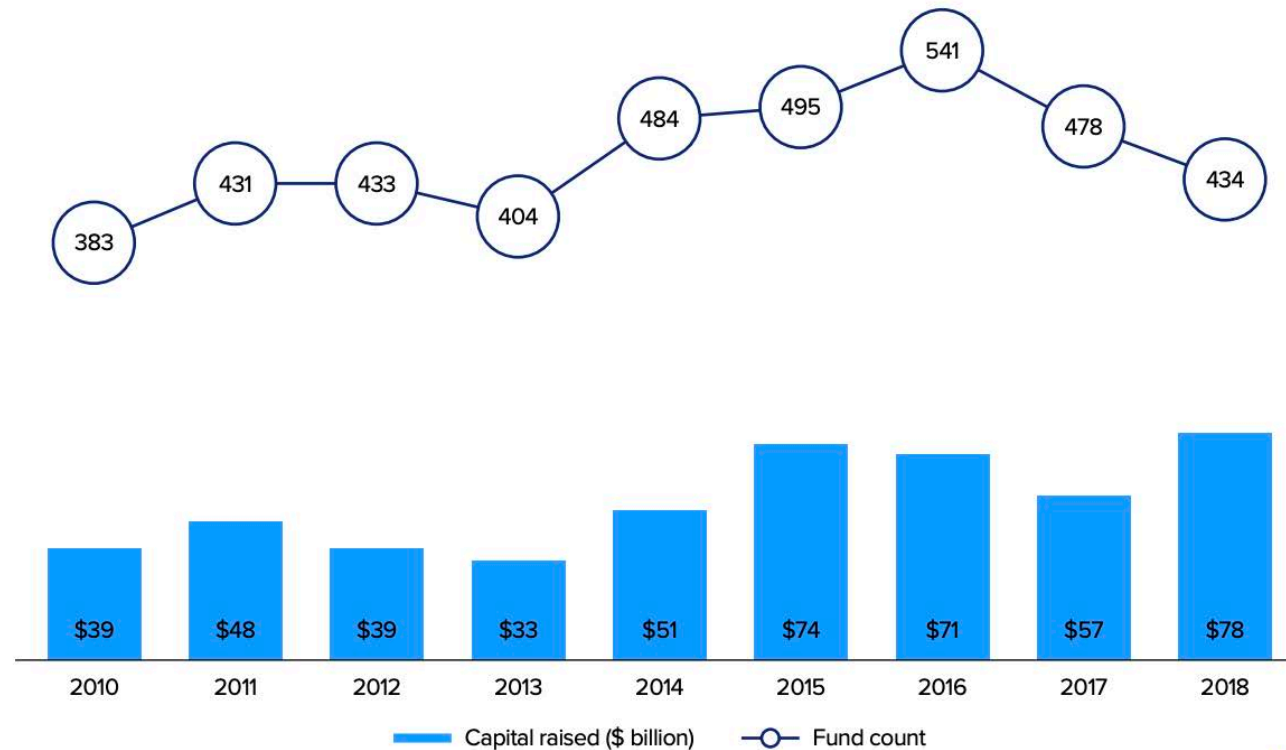


MARKET OVERVIEW



Q1: IS THE MARKET BIG ENOUGH?

2010 – 2018 Global Venture Capital Fund-Level Capital Raising Amount and Count



Source: KPMG Venture Pulse



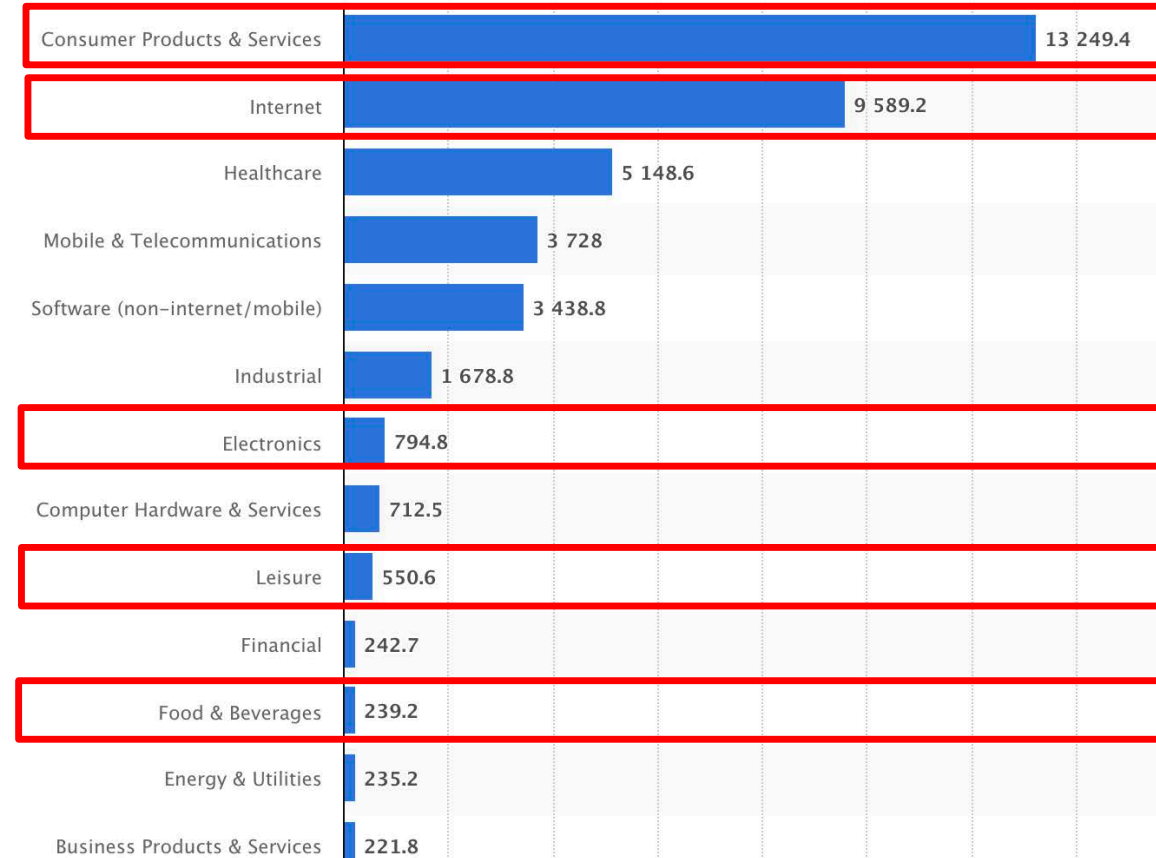
In 2018, VCs invested in \$131B in startups, so.. Yes



Q2: CAN JUV OFFER EXPERTISE?

Value of venture capital investment in the United States in 4th quarter 2019, by industry

(in million U.S. dollars)

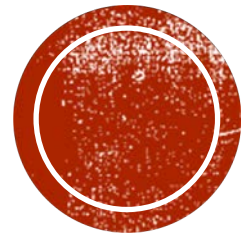


32%

24%

Gen Z's
are core
to the
majority
of deals





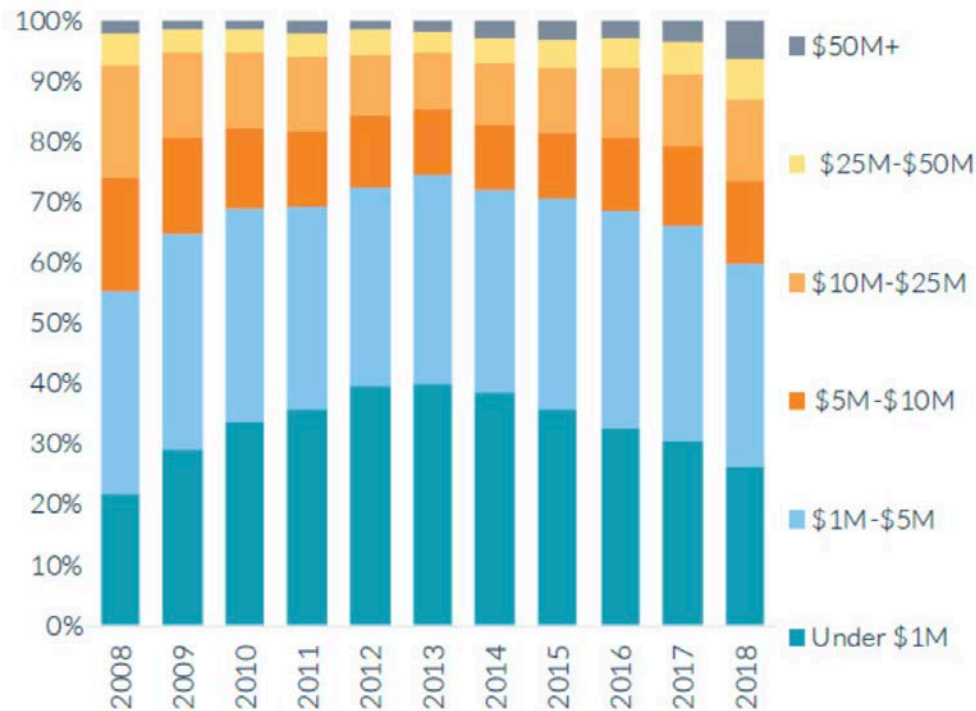
INDUSTRY LANDSCAPE

VCs typically invest Seed – Series D for an average of \$10M per company

IMPORTANCE OF DEAL SIZES

- VCs typically invest Seed – Series D for an average of \$10M per company

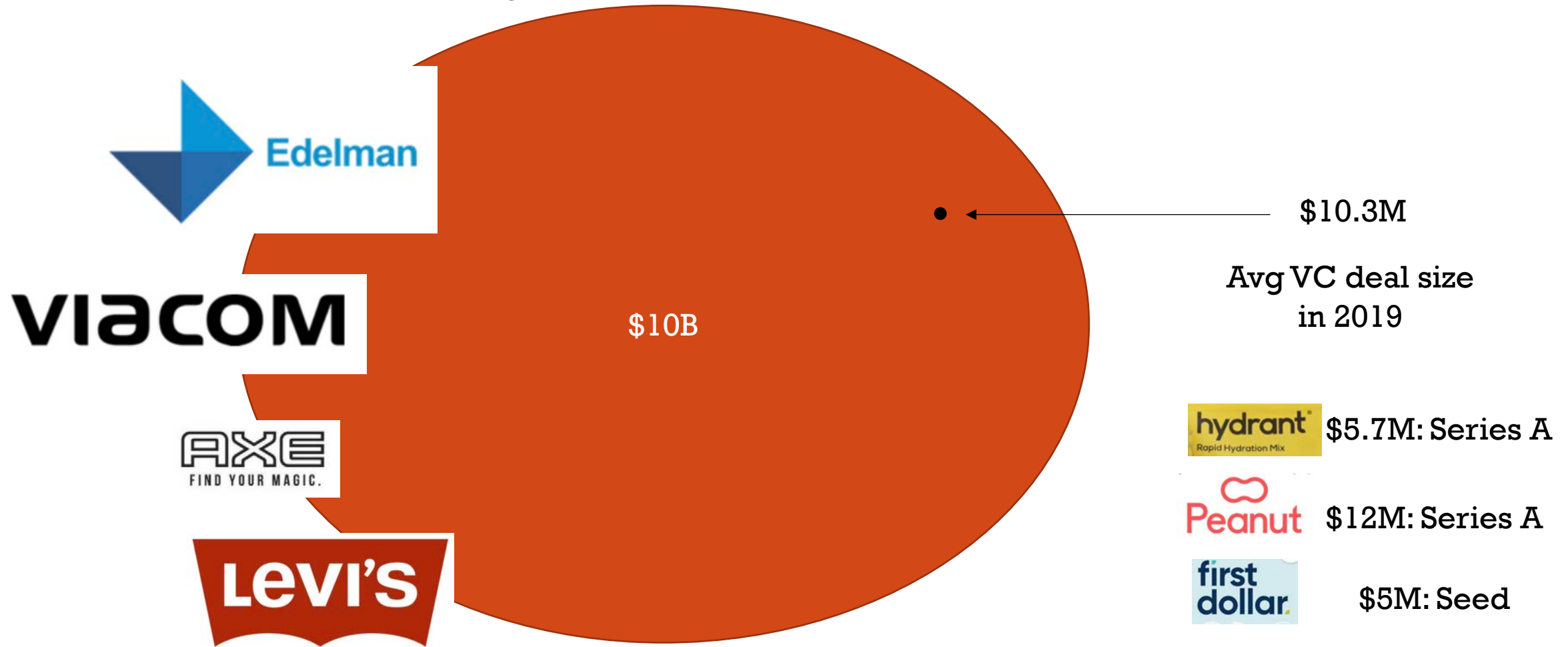
US VC deals (#) by size



PitchBook-NVCA Venture Monitor



COMPARISON: JUV CLIENT VS VC

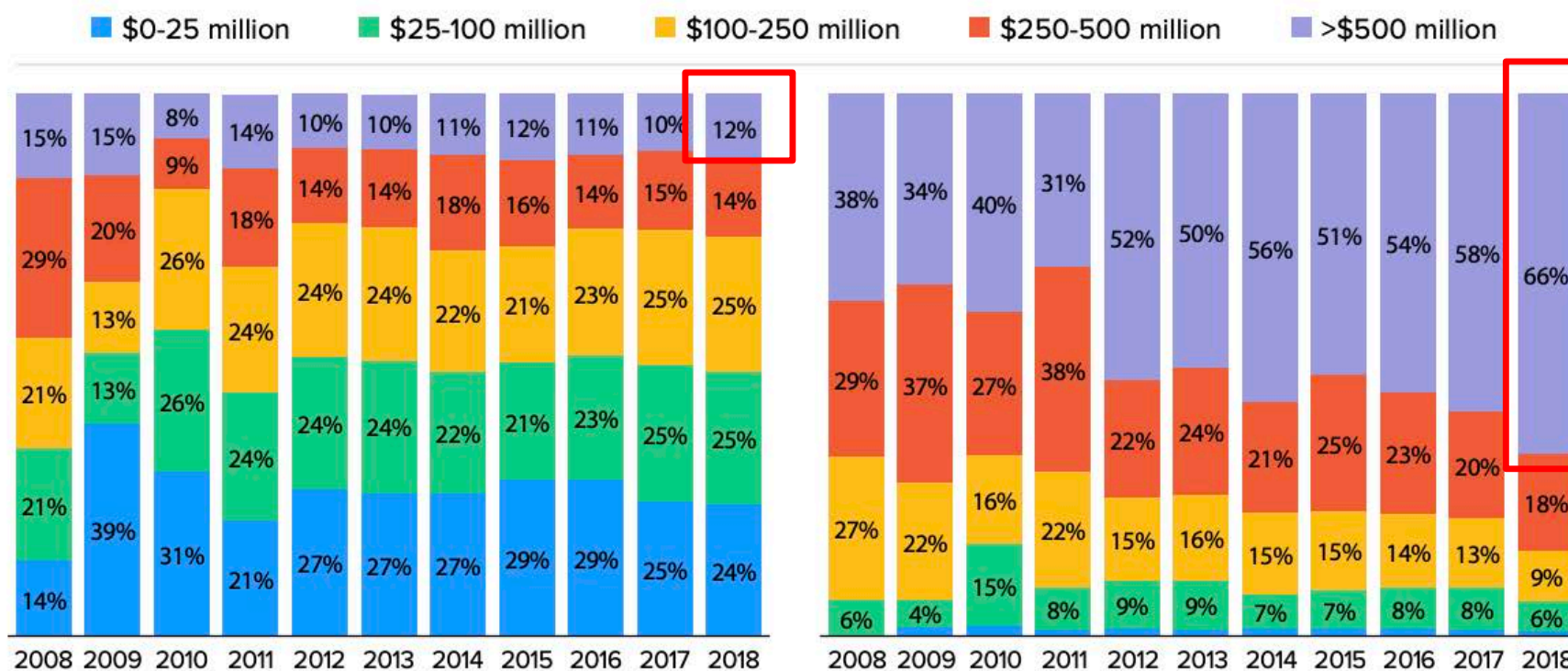


Average JUV Corporate Client Valuation



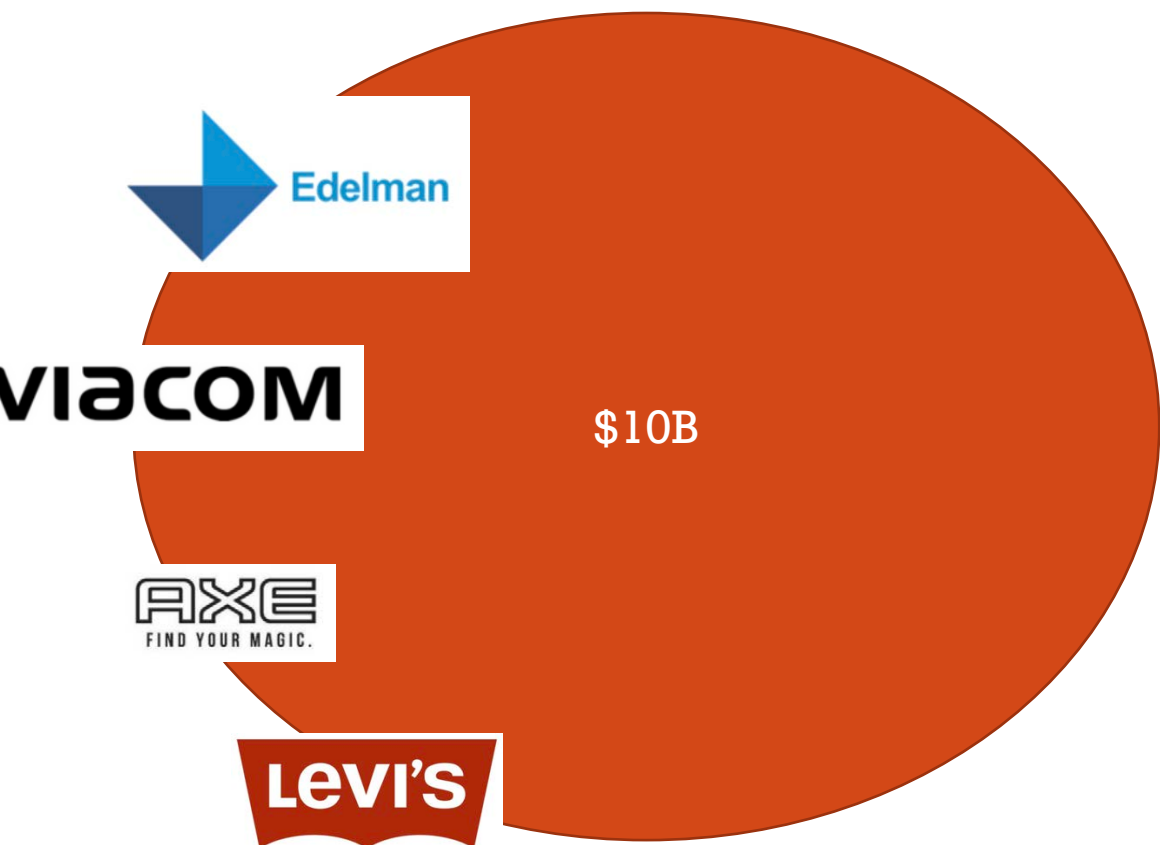
TOP 12% OF FUNDS CONTROL 2/3RD OF VC WEALTH

Distribution of US Venture Capital Fund Sizes: By Total Number of Funds (Left) and Total AUM (Right)



Source: Crunchbase

COMPARISON: JUV CLIENT VS TOP 5% VC DEALS



Average JUV Corporate Client Valuation



Top 5% of VC deal valuations



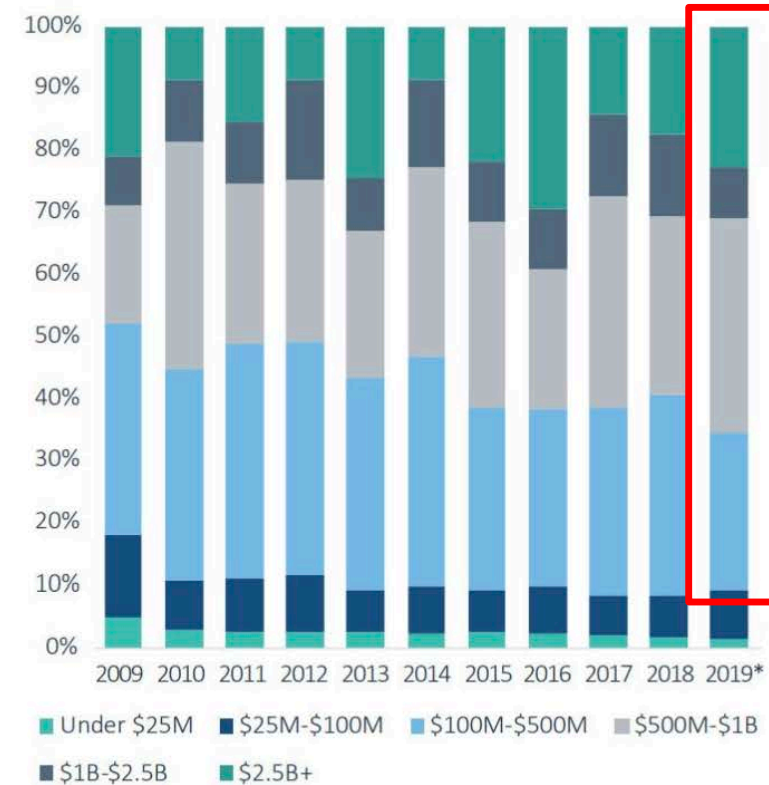
WHAT PE LANDSCAPE LOOKS LIKE

PE deals (#) by size



Source: PitchBook | Geography: US
*As of June 30, 2019

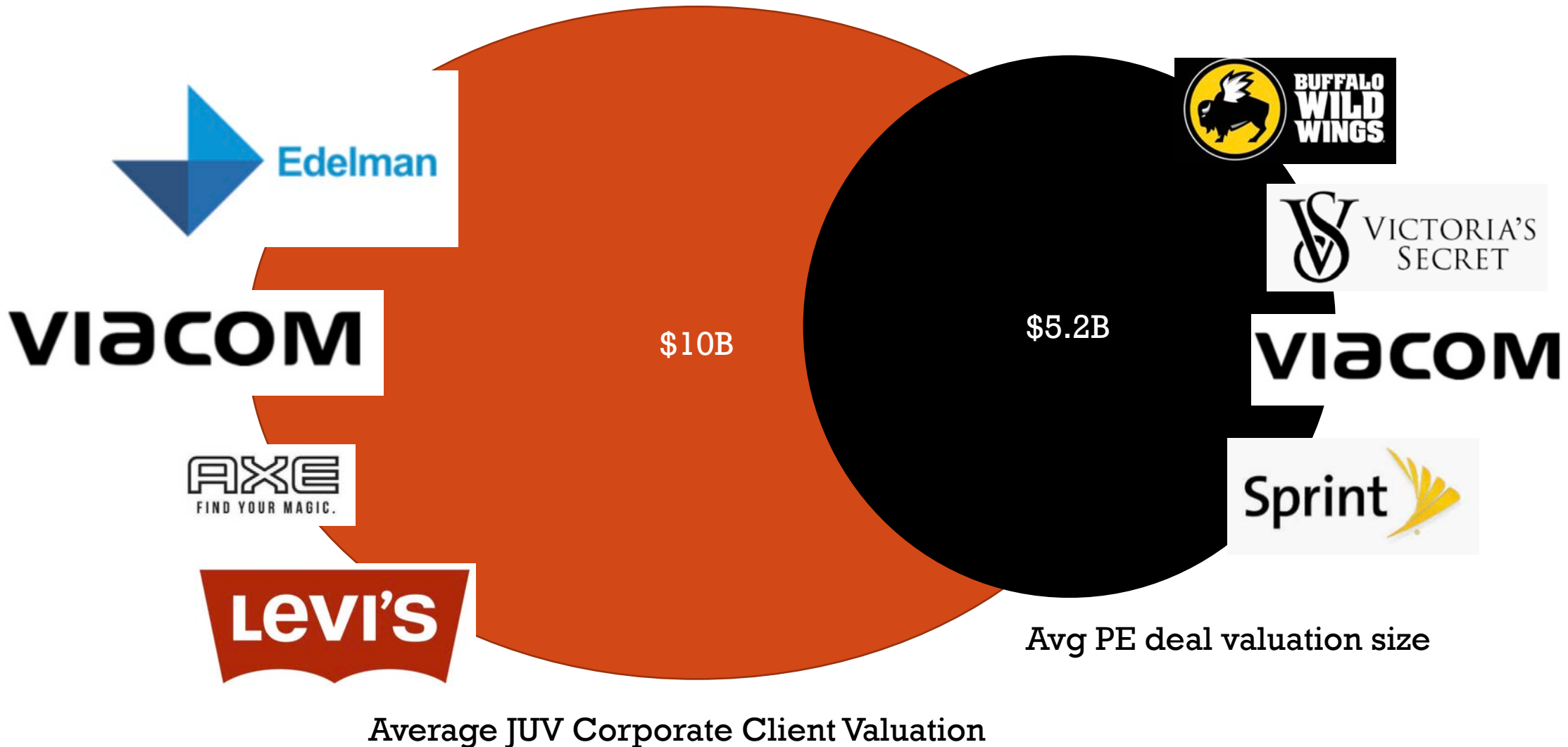
PE deals (\$) by size



Source: PitchBook | Geography: US
*As of June 30, 2019



COMPARISON: JUV CLIENT VS PE DEAL



VC VS PE: A QUALITATIVE COMPARISON

VC

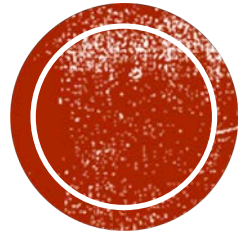
- Investments typically made to support founding team and growth of existing model
- Founders typically retain autonomy with VCs as advisors
- Average pre-money valuations:
 - \$7M Seed
 - \$20M Series A
 - \$58M Series B

PE

- Investments typically made to turn around acquired firm
- PE typically assigns new CEO and transformation team
- Average deal valuation
 - \$5.2B

“Higher value deals = higher spend on external vendors (eg, KPMG for legal, EY for accounting, Bain for Strategy, JUV for consumer model)”





UNDERSTANDING THE CUSTOMER

Intra firm dynamics

IT'S A SMALL WORLD..

Median Venture Capital Firm Profile: Total Investments, Exits, Current Portfolio, and Number of Employees

	Global	USA	Europe	China
Total # Firms	2,973	1,816	562	33
Median # Investments	13	13	18	28
Median # Exits	4	4	4	4
Median # Current Portfolio	10	10	15	27
Median # Employees	38	37	25	98



NEEDS

- “Many VCs have been doing this for so long, they loose track of the [Gen Z] customers”
- ”Most VCs are unaware of the latest trends, and several firms hire people right out of college to help them find deals”

- Arnav Bimbhet, VP, ICONIQ Growth, San Francisco



VC DEAL FLOW

Sourcing

1000 per
month



Screening

150 per
month



Due Diligence

15 per
month



Investment

1 per
month



VC DEAL FLOW

JUV's *potential* value add

Sourcing

1000 per
month



Screening

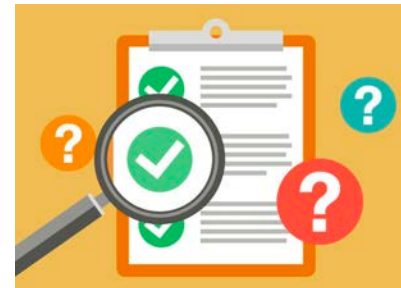
150 per
month



JUV's *easiest* value add

Due Diligence

15 per
month



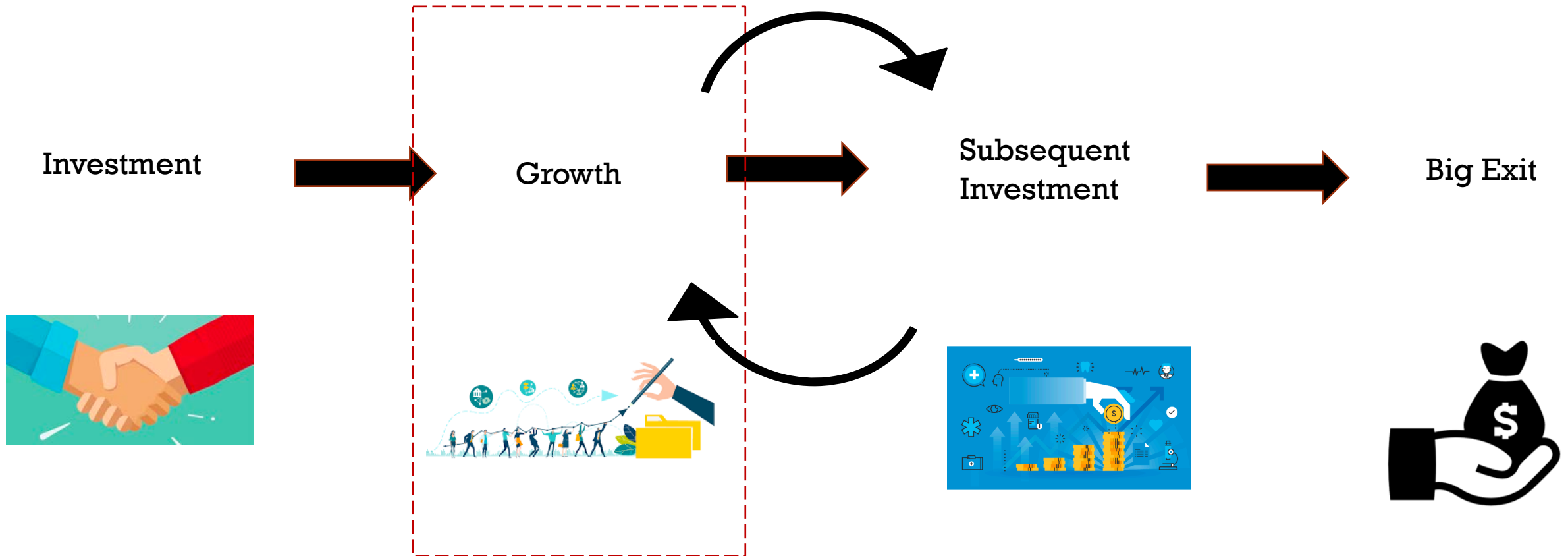
Investment

1 per
month



CONTINUING THOSE RELATIONSHIPS POST-DEAL

JUV's continues to add value



OTHER POTENTIAL SERVICES (PLUS ONE MORE!)

- Consulting VC firms on upcoming Gen Z trends once every 6 months
- Source companies/deals/founders from Vine network in colleges
- Focus on VC funds that target distressed assets/companies for turn around
- Help portfolio companies develop products and services for Gen-Z

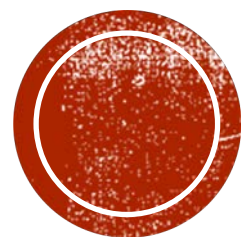
and....



JUV ACCELERATOR

- JUV builds an accelerator program that helps companies develop their products and services (or build new ones) with a specific target to Gen Zs
- Applications accepted until Nov 31 every year, and the program runs Feb 1st – April 31st in New York City.
- It runs for 12 weeks, and includes exercises and workshops developed by JUV leadership team.
- 10 teams accepted each year, and finalists are connected to JUV's network of VCs (with top 3 winning \$70k in equity)





EXECUTION STRATEGY

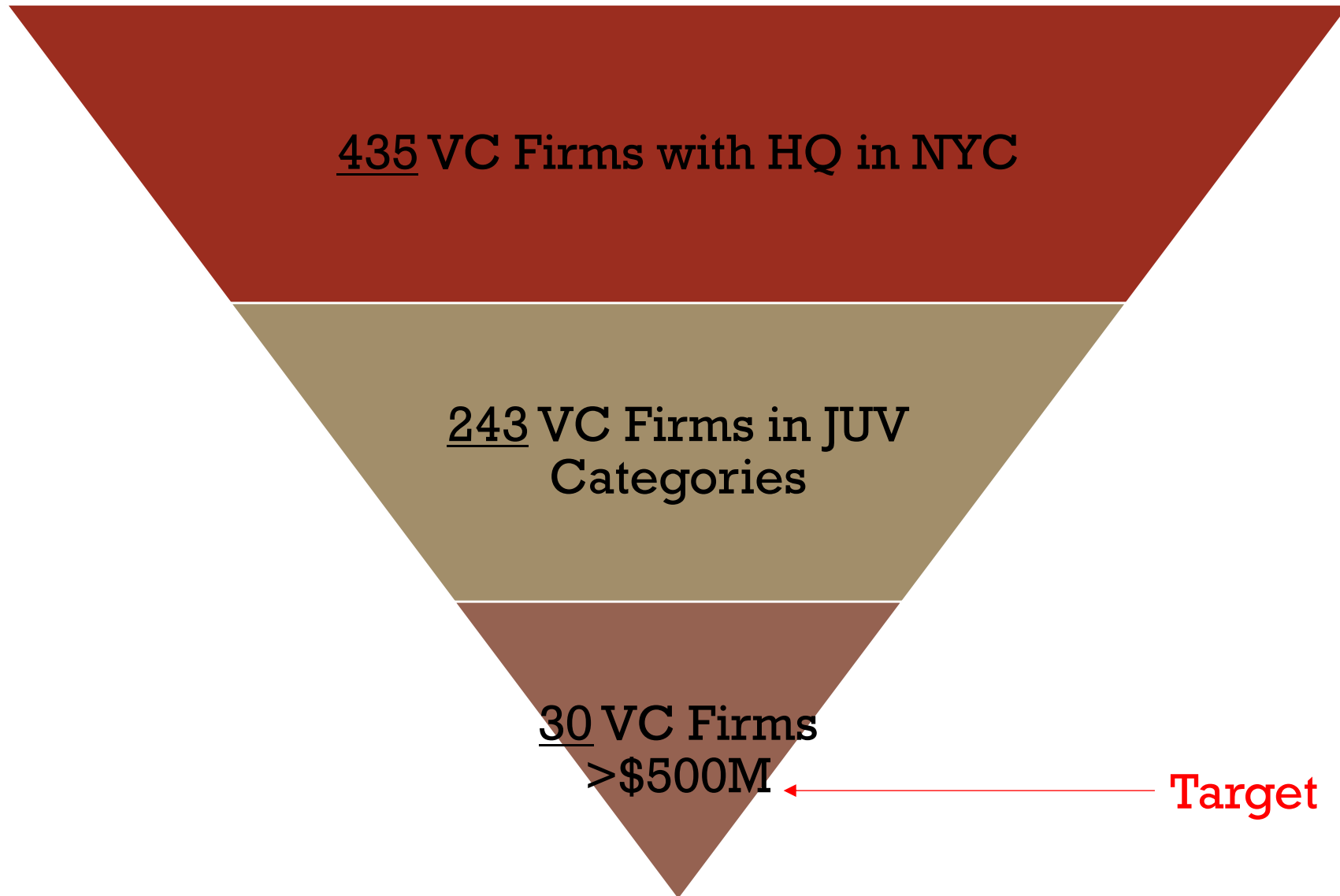


THERE ARE 435 FIRMS INVOLVED IN PE& VC IN NYC

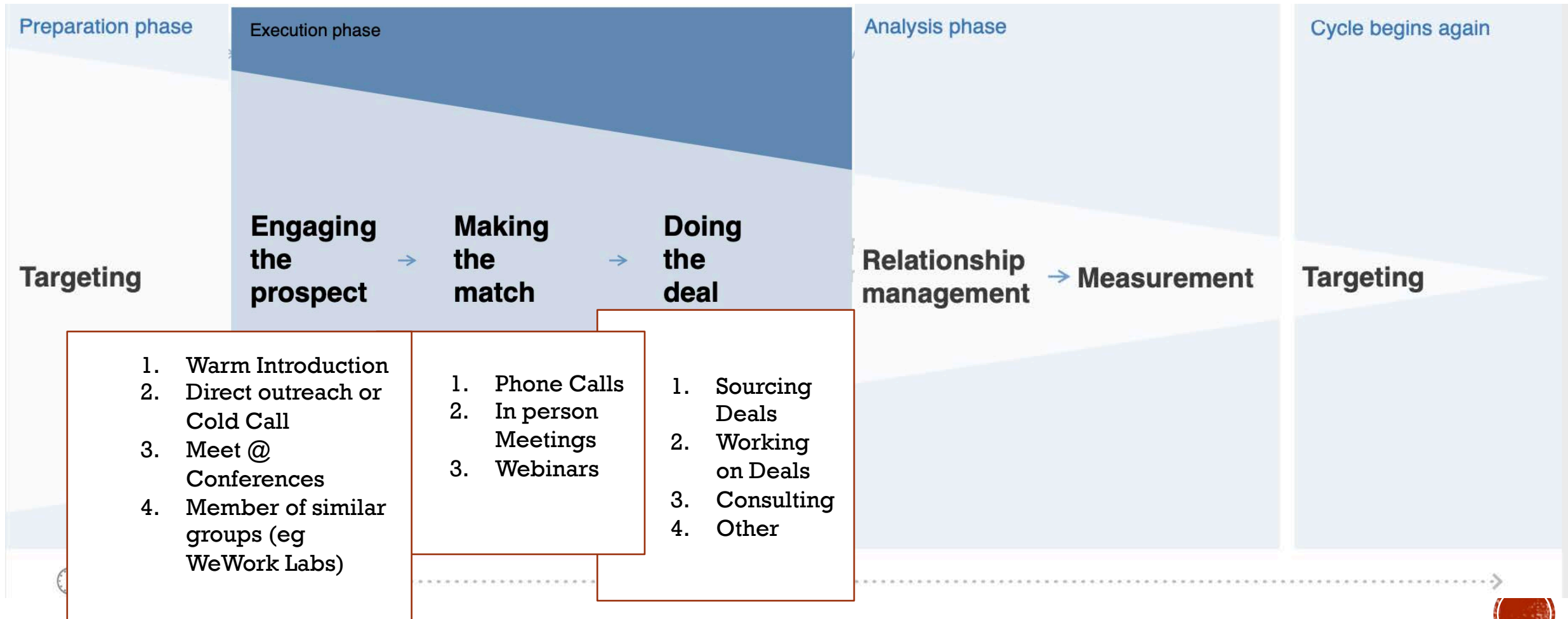
3G Capital	ATL Partners	Canaan Partners	Corigin Holdings	Expansion Capital Partners	Grail Partners	J.F. Lehman & Company	Lux Capital Management	North American Capital	Pitango Venture Capital	Saratoga Partners, LP	Technology Crossover Ventures	Water Asset Management LLC
3i	AUA Private Equity Partners, L	Canaccord Genuity, Inc.	Corinthian Capital Group, LLC	Falcon Private Equity, LP	Green Circle Capital Partn	JLL Partners	Media Venture Partners	Northwood Ventures,	Pomona Capital	Saw Mill Capital	Tengram Capital Partners	Wellspring Capital Manage
41 North Partners, LLC	Audax Group	Candlewood Partners, LLC	Cornerstone Capital Partners,	Falconhead Capital	Greenbriar Equity Group,	JMP Securities	Medley Capital Corporation	Noveltek Capital Corp.	Post Capital Partners	Sawaya Segalas	TH Lee Putnam Ventures	Welsh, Carson, Anderson & St
747 Capital	AVC Partners	Capital Dynamics, Inc.	Correlation Ventures	Farmington Capital Partner	Greenhill & Co.	K2 Health Ventures	Mercury Capital	NYBDC Capital Corpor	Pouschine Cook Capital Manage	SBNY	The Argentum Group	Wheatley Partners
Abbott Capital Management, L	Avista Capital Holdings, LP	Capital Z Partners	Cortec Group	Farrell Marsh & Company	Greycroft Partners	Kalon Partners LLC	Mercury Capital Partners	Oak Hill Capital Partne	Praesidian Capital	Scorpion Capital Partners	The Beekman Group, LLC	White Deer Energy
Aberdeen Asset Management	B Capital Group	CapitalSpring	Court Square Capital Partners	FdG Associates	Gruppo Levey & Co.	Kayne Anderson Capital Ad	Mercury Partners LLC	Oceanis Partners	Primary Venture Partners	Scura Paley and Company	The Blackstone Group	Wicks Group of Companies, L
Access Capital	Backcast Partners, LLC	CapX Partners	Cowen and Company	Fenway Partners, Inc.	H.I.G. Capital Management	KBL Healthcare Ventures	MidOcean Partners	OEM Capital Corp.	Prodos Capital Management	Seaport Capital	The Jordan Company	Willowridge Incorporated
Accretive, LLC	Bain Capital Private Equity	Carl Marks & Co., Inc.	Cramer Rosenthal McGlynn, L	Fidus Partners	Halyard Capital	Kelso & Company	Mistral Equity Partners	OFS Capital Corporatio	Prospect Capital	Searchlight Capital Partners	The Jordan, Edmiston Gro	Windham Venture Partners
Activate Venture Partners	Bain Capital Ventures	Catalyze Partners, LLC	CranRidge Capital LP	Fieldston Investors	Hammond, Kennedy, Wh	Key & Company LLC	MMG Advisors	OMERS Private Equity	Providence Equity Partners, Inc.	Second Alpha	The Riverside Company	Woodbridge International
Adams Street Partners	Baker Capital Corporation	Cathay Capital Private Equit	Crestview Partners	Financo Inc.	Hancock Capital Manager	Kimmeridge Energy	Monomoy Capital Partners	One Equity Partners, L	Psilos Group Managers, LLC	Sentinel Capital Partners	The TCW Group	WoodLake Group
Advantage Capital Partners	Barington Capital Group, LP	CAVU Venture Partners	Current Capital LLC	Fir Tree Partners	Harbert Management Cor	Kinderhook Industries	Monroe Capital, LLC	One Rock Capital Part	Quad Partners	Seven Mile Capital Partners	The Valence Group	WP Global Partners
Advent International Corporat	BASE Equity Partners	Caymus Equity Partners LLC	CVC Capital Partners	Firelight Capital Partners	Harbour Point Capital	KKR & Co. LP	Morgan Stanley	OpenGate Capital	Quad-C Management, Inc.	Shattan Mendel Enterprises, LL	Three Cities Research, Inc.	Yankee Hill Capital Manage
AEA Investors, LLC	Bayside Capital	CCMP Capital Advisors, LLC	Cyprium Partners	First Atlantic Capital Ltd.	Harvest Partners, Inc.	Kohlberg & Company, LLC	MorrisAnderson	ORIX Growth Capital	Quadrangle Group, LLC	Signal Equity Partners	Tinicum Incorporated	Yellowstone Capital, Inc.
AGI Partners LLC	BCF Ventures	CEA Group	D Cubed Group LLC	First Eagle Investment Man	Headhaul Capital Partner	KPS Capital Partners	MSD Capital, LP	Oxeon Partners	Quilvest USA Inc.	Signal Hill Capital	TM Capital Corp.	Young & Partners LLC
AgriCapital Corporation	Bedford Capital Corporation	Centana Growth Partners	D. E. Shaw & Co., L.P.	First Round Capital	Health Enterprise Partner	L.E.K. Consulting	MTN Capital Partners LLC	Paine & Partners LLC	Radian Capital	Siguler Guff & Company	Topspin Partners	Z Capital Partners
Aisling Capital	Behrman Capital	Centerview Partners LLC	Dace Ventures	Flexstone Partners	HealthpointCapital	Lambda Fund Management	MTS Health Partners, LP		Radius Ventures, LLC	Silas Capital	TowerBrook Capital Partn	ZMC/Zelnick Media Capital
Alcentra	BelHealth Investment Partners	Centre Partners Manage	Dauphin Capital Partners	Flushing Capital Corporat	Hellman & Friedman, LLC	Landmark Partners, Inc.	Murdoch Capital Partners Corp.		Rand Capital Corporation	Silver Lake Partners	SWaN & Legend Venture Partners	
Alexandria Real Estate Equities	Berenson & Company	Cephas Capital Partners, LP	DBL Cleantech Capital	Flybridge Capital Partners	Hercules Capital	LaunchCapital	Murphy & Partners, L.P.	Paladin Capital Group	Relativity Capital	Siris Capital Group, LLC	TPG Growth	
Alimansky Capital Group, Inc.	Berkery, Noyes & Co., LLC	Cerberus Capital Managem	Deerpath Capital Managemen	Fortress Investment Group	High Road Capital Partner	Lazard Middle Market	MVC Capital	Palladium Equity Partn	REQX Ventures LLC	SJ Partners LLC	Triangle Capital LLC	ZS Fund, LP
All Media Ventures	Bessemer Venture Partners	Chart Venture Partners	DeltaPoint Capital Managem	Founders Equity, Inc.	Holding Capital Group, In	Lazard Technology Partner	Napier Park Financial Partner	Pantheon Ventures, In	Reynolds & Company Venture Pa	SJF Ventures	Tribeca Venture Partners	
Alliance Consumer Growth	Big Path Capital	Chestnut Hill Partners	Development Capital Partners	FTV Capital	HT Capital Advisors, LLC	Lee Equity Partners	Navidar	Parkview Technology M	Rho Capital Partners	Snow Phipps	Trilantic Capital Partners	
Alston Capital Partners	Black Granite Capital	CI Capital Partners	Dresner Partners	Gaspar Global Ventures	Hudson Fairfax Group, LF	Leeds Equity Partners, LLC	Needham & Company, LLC	Parthenon-EY	Ridgewood Private Equity Partne	Source Capital Group, Inc.	TRP Capital Partners	
American Securities Capital Par	Bloomberg Beta	City Light Capital	EagleTree Capital	GCA Savvian	Hudson Ferry Capital	Lerer Hippeau Ventures	New Enterprise Associates	Partners Group	Ripplewood Advisors LLC	Spencer Trask	TSG Consumer Partners	
Amphion Innovations US, Inc.	Blue Wolf Capital	Clarion Capital Partners, LL	EarlyBird Capital, Inc.	Gefinor Capital	Hudson Ventures	Levine Leichtman Capital P	New Heights Capital	Paul Capital Partners	River Hollow Partners	Sperry, Mitchell & Company	TZP Group LLC	
Apax Partners, Inc.	Boldcap Ventures LLC	Clayton Dubilier & Rice LLC	East Wind Advisors LLC	Genacast Ventures	i-Hatch Ventures	Lexington Partners	New Hope Capital, LLC	PeakSpan Capital, LLC	Riverside Acceleration Capital	SSG Capital Advisors, LLC	Union Square Ventures	
Aperture Venture Partners, LLC	Boldstart Ventures	CM Equity Partners, LP	Easton Capital Partners	General Atlantic, LLC	ICV Capital Partners, LLC	Lincoln International LLC	New Leaf Venture Partners	Pecks Mangement Par	Roark Capital Group	StarVest Partners	VCFA Group	
Apple Tree Partners	Bookend Capital	Cohesive Capital Partners	Emigrant Capital Corp.	General Catalyst Partners	Imperial Capital	Lincolnshire Management,	New Mountain Capital	PEI Funds	Rockdale Partners	Stone-Goff Partners	Vedanta Capital, LP	
Aquiline Capital Partners LLC	Braemar Energy Ventures	Collier Capital	Enhanced Capital	GenNx360 Capital Partners	Ingleside Investors	Linx Partners	New State Capital Partners, LL	PennantPark	Rockwood Equity Partners, LLC	Stonebridge Partners	Venrock Associates	
Ares Capital Corporation	Bregal Energy	Columbus Nova Technolog	Enhanced Healthcare Partners	Gladstone Management	Insight Equity	Lion Cao Asset Manager	Newfield Capital, Inc.	Perella Weinberg Partn	Rose Tech Ventures	Stonehenge Growth Capital	Veronis Suhler Stevenson	
Argentum Capital Partners, LP	Bregal Partners	Comcast Ventures	EOS Partners, LP	Go Capital LLC	Insight Venture Partners	Lion Chemical Partners	NewWorld Capital Group, LLC	Permira Advisers LLC	Rosen Associates Management C	Stonehenge Growth Equity Part	Versant Ventures	
Arion Group LLC	Brightwood Capital Advisors, L	ComVest Investment Partn	Epic Partners LLC	Golden Seeds	InTandem Capital Partner	LNK Partners	NexPhase Capital	Peter J. Solomon Com	Roth Capital Partners, LP	Strategic Advisory Group, Inc.	Vestar Capital Partners	
Arsenal Capital Partners	Brooks Houghton & Company	Consonance Capital Partne	Erie County Industrial Develop	Goldman Sachs Group, Inc	Investcorp	Loeb Partners Corporation	Nextlevel Venture Partners	Pfizer Venture Investm	RRE Ventures	Strategic Investments & Holdin	VO2 Partners	
Arthur P. Gould & Co.	Bruckmann, Rosser, Sherrill &	Consult-CSS	Eulcid SR Partners	Golub Capital	Investor Growth Capital,	Long Point Capital	NGN Partners, LLC	Pierpoint Capital LLC	Rudyard Partners	Summer Street Capital Partners	W.R. Hambrecht & Company	
Ascend Venture Group, LLC	Cain Brothers	Consumer Growth Partners	Evercore Partners	Goode Partners LLC	Ionian Management	Long Ridge Equity Partners	NGN Capital	Pine Brook Partners, L	Runway Growth Capital	Sun Capital Partners	Waller Capital Partners	
Aterian Investment Partners	Calgary Enterprises, Inc.	Contour Venture Partners	EW Healthcare Partners	GPB Capital	Irving Place Capital	LongueVue Capital	Nine Thirty Capital	Pine Street Capital Part	Sandler Capital Management	Sunrise Securities Corp.	Warburg Pincus LLC	



LAUNCH STRATEGY



OUTBOUND ENGINE: FIRST THINGS TO BUILD



INBOUND STRATEGIES



Network to build relationships
through events, contact lists



Quarterly Webinars
with invited VC
quests



Annual JUV seminar in NYC called “How
well do you know GenZs?”, where VC
firms are invited



Referrals / Word
of mouth



Expansion Strategy — outreach efforts

2020-21



New York City

- 435 Firms Total
- Focus on top 12%
- Focus on Categories
- 30 in Target

2021-22



New York City + San Francisco

- 880 Firms Total
- Expand focus to top 25%
- Focus on Categories
- 120 in Target

2022-23



USA

- 1810 Firms
- Focus on top 25%
- Focus on Categories
- 454 in Target

← Maintain National Focus in any seminars, conferences and workshops we attend / speak in →

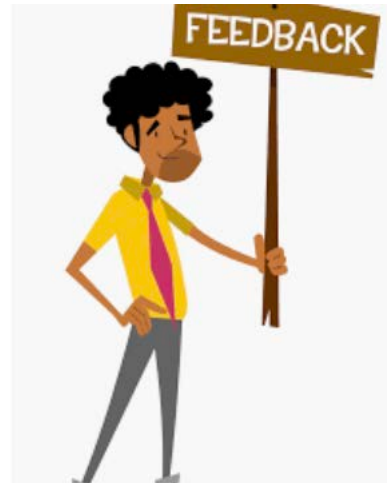


RISKS & THINGS TO BE PREPARED FOR



Long sales pipelines

- Could be many months to have the first VC Client/deal



Learning Period (Adapt to needs of:)

- New clients
- New industries



Potential pivots to business model

- Different size VC firm/ segments
- Different value added services



THE END*

(*Remember the contact list)





APPENDIX



BIG VS SMALL FIRMS : THOUGHTS

This behavior shows the widening inequality that exists in the venture capital industry. Larger funds can write bigger checks, do more follow-ons, and have their pick of the best startups due to their largesse and qualities. Patricia Nakache, a general partner at Trinity Ventures, noted that this is fracturing the balance of the startup ecosystem:

“ It’s really altering the structure of venture pretty fundamentally. I feel like over the past three years, the venture environment had bifurcated into this world of “haves” and “have nots” where there are some companies that have struggled to raise money and some companies that have been able to raise gobs of money.

— Patricia Nakache, general partner at Trinity Ventures



KARM'S PERSONAL EXPERIENCE THOUGHTS

- I've met with a lot of VCs in the past. They're small teams who have access to large funds. They hang out in tight circles. And attend events for groups they attend
- For example, I worked in Food CPG and they attended Hatchery and FoodKitchen events. Other VCs attended Polsky Accelerator, and 1871.
- The good news is that they schedule lots of meetings and speak to lots of people who can help them grow better.
- You'd go to them, ideally with an understanding of their business – and suggest a point that piques their interest. Schedule a meeting, and visit their office to speak more.
- Its all about relationships, and having things to talk about – for example, they
- Another noteworthy point is that they follow the leader. If you get one, all you have to do is let the others know, and they follow in. For example, in my case, once I had once Polsky Innovation invested in me, I just let the others know that they followed suit. Its always getting that first one that's tough.



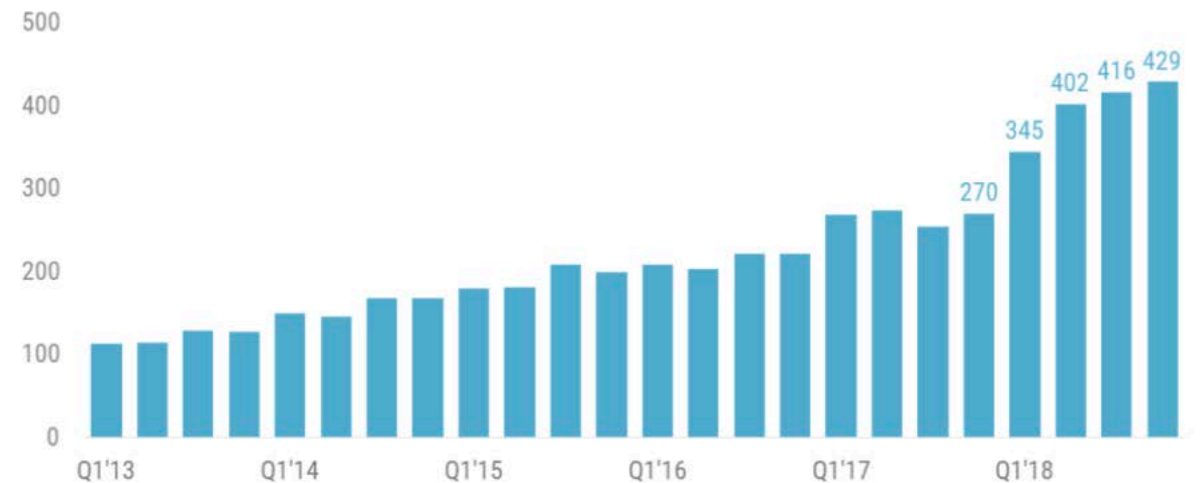
LOOK AT CORPORATE VENTURE

THE 34 MOST ACTIVE CVCS IN 2018

1-17	18-34
Google Ventures	GE Ventures
Salesforce Ventures	Daiwa Corporate Investment
Intel Capital	Johnson & Johnson Innovation
Baidu Ventures	Cisco Investments
Legend Capital	Nissay Capital
SBI Investment	Samsung NEXT
Alexandria Venture Investments	YJ Capital
Kakao Ventures	Monex Ventures
Mitsubishi UFJ Capital	GREE Ventures
Fosun RZ Capital	NTT DoCoMo Ventures
Qualcomm Ventures	CreditEase Fintech Investment Fund
M12	Shell Ventures
Comcast Ventures	Novo Ventures
Samsung Ventures	Novartis Venture Funds
Bertelsmann Asia Investments	LINE Ventures
Amazon Alexa Fund	KB Investment
Dell Technologies Capital	Citi Ventures

More CVCs invested in 2018 than ever before

Number of active Corporate Venture Capital arms. Q1'13 – Q4'18



CBINSIGHTS Source: cbinsights.com



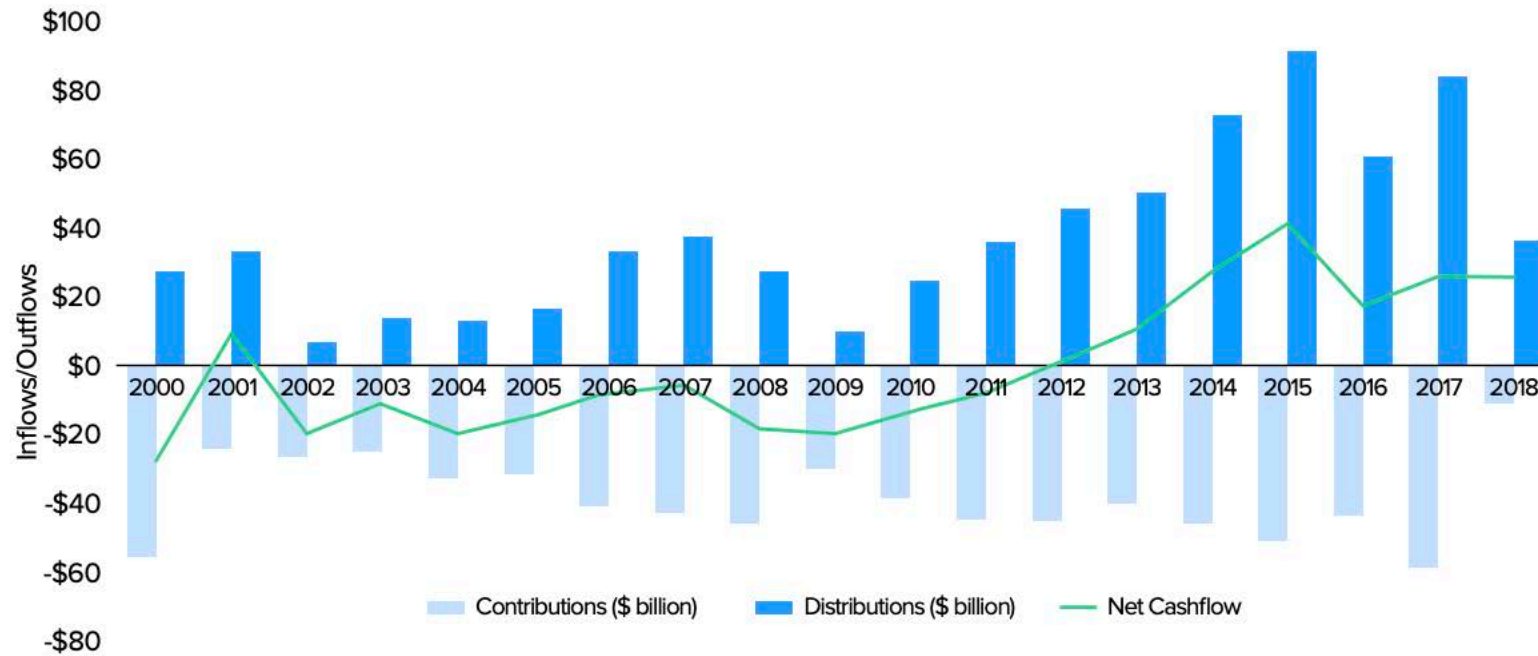
MORE RISKS VS JUV

- VC groups can be un-involved once they fund the firm
 - Typically have their teammate(s) on advisory board – so some level of influence
- Portfolio company has autonomy
 - VC will likely make introduction if they like JUV's work
- VCs are inundated with outreach
 - JUV is unique



CASH POSITIVE: SPENDING MONEY

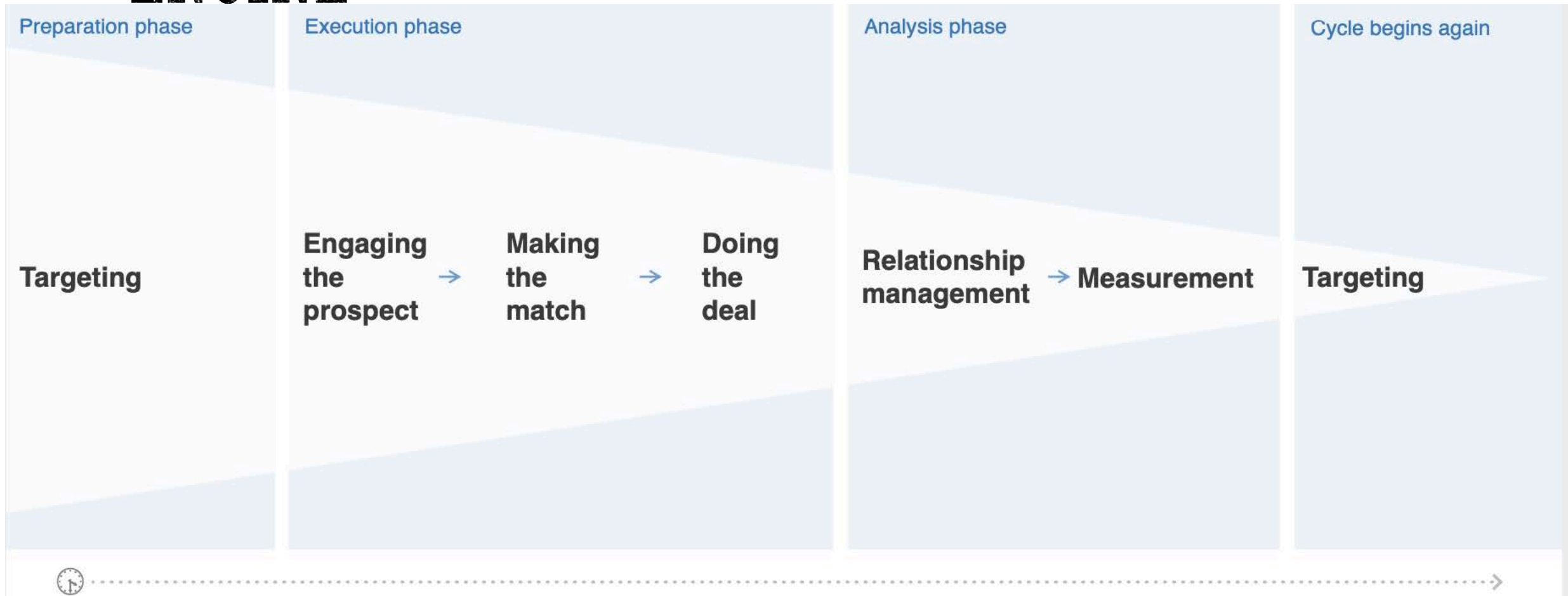
2000 – 2018 Global VC Cash Flows



Source: Pitchbook



OUTREACH STRATEGY: BUILDING THE ENGINE



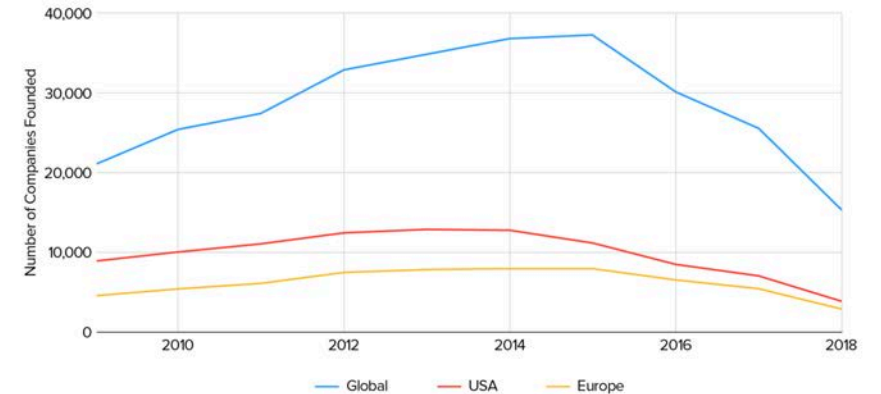
DEAL LANDSCAPE?

- More overall investor funding but fewer deals made
- Fewer startups to choose from

The number of seed deals are falling⁴ due to there being fewer fundable companies and larger funds focusing more on mature investments.



Global and Geographic Startup Creation by Year



Source: Crunchbase

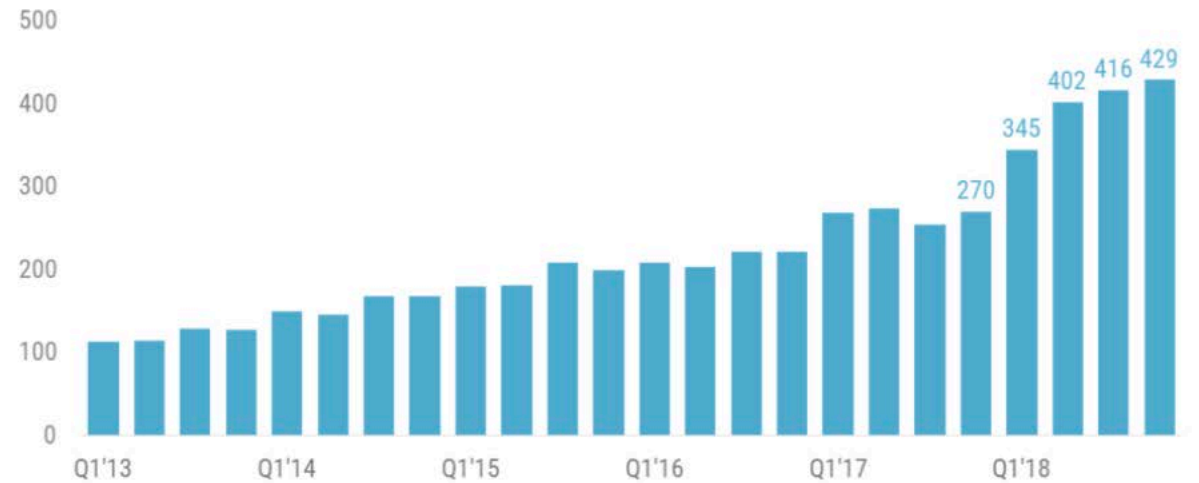


DEAL LANDSCAPE

- Increased competition from Corporate Venture

More CVCs invested in 2018 than ever before

Number of active Corporate Venture Capital arms. Q1'13 – Q4'18



CBINSIGHTS Source: cbinsights.com



DATA TO THINK OF VCS

- 1,285 funds in the SPS database for which net internal rate of return (IRR) data are available, the simple average of the fund IRRs is 13.7 percent. However, the top 10 percent of these funds have IRRs of 39.2 percent or greater
 - Potential Strategy 2: Go after bottom 90% - higher WTP
 - Sort based on:
 - What should the fund size be? (bigger the better)
 - What stage should the firms be in? (Eg Series B and beyond)
 - Investment classes (distressed, consumer products, internet)



QUESTION FLOW: KARMS NOTES

- What should the category the VC firm operates in be?
 - Consumer Products
 - Digital media
 - Consumer services?
- What size should the VC firm size be?
 - Arrange by number of portfolio companies that might benefit from Gen Z targeting
 - The stage and size of the portfolio companies
- Prioritization / targeting plan
 - Past performance? (ideally the ones who are below the S&P500, and looking to catch the 39% returns of the top 10% of firms)
 - New York City - for easier networking
 - University Alumni Networks for easier introductions
- How do we target
 - Conferences
 - Incubator - partnerships
 - Accelerator partnerships
 - MBA program Professors interviewing
 - What are existing needs of the VCs



RESOURCES NEEDED — ORIGINAL THOUGHTS

- For the first 30 companies
 - Nothing needed to test things out
- As things scale, we will need account managers
 - Who's responsibility is maintaining relationships and keeping an eye on the portfolio firms news (1-2 people for NYC)



PROMPT

“JUV has the idea of adding a new service to our offerings. We think we can benefit venture capital firms as a team of young people identifying trends for them that can help them decide where to invest next. We want you to present a plan of how you would (or wouldn't) operationalize this new stream of business for us as Director of Operations. What would your process look like? ”

