

DO YOU HAVE THE RIGHT STUFF?



February 2020

TODAY'S CONVERSATION

Attributes of a High-Growth, High-Expectation Startup...and How To Get There

- CIT equity investment programs - long-term, active engagement
- What the journey is like from inception to exit
- What businesses are best suited for angel/venture capital...and which are not?
- Learn what professional investors really look for and why
- Discussion / Q&A

VALLEY OF DEATH: WHAT WE DO

220+ startup portfolio

100% Virginia-based

Equity \$25K-\$250K

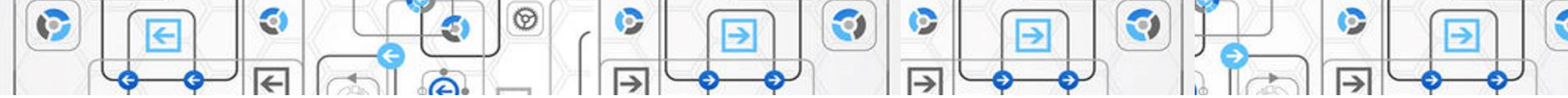


Innovation-centric

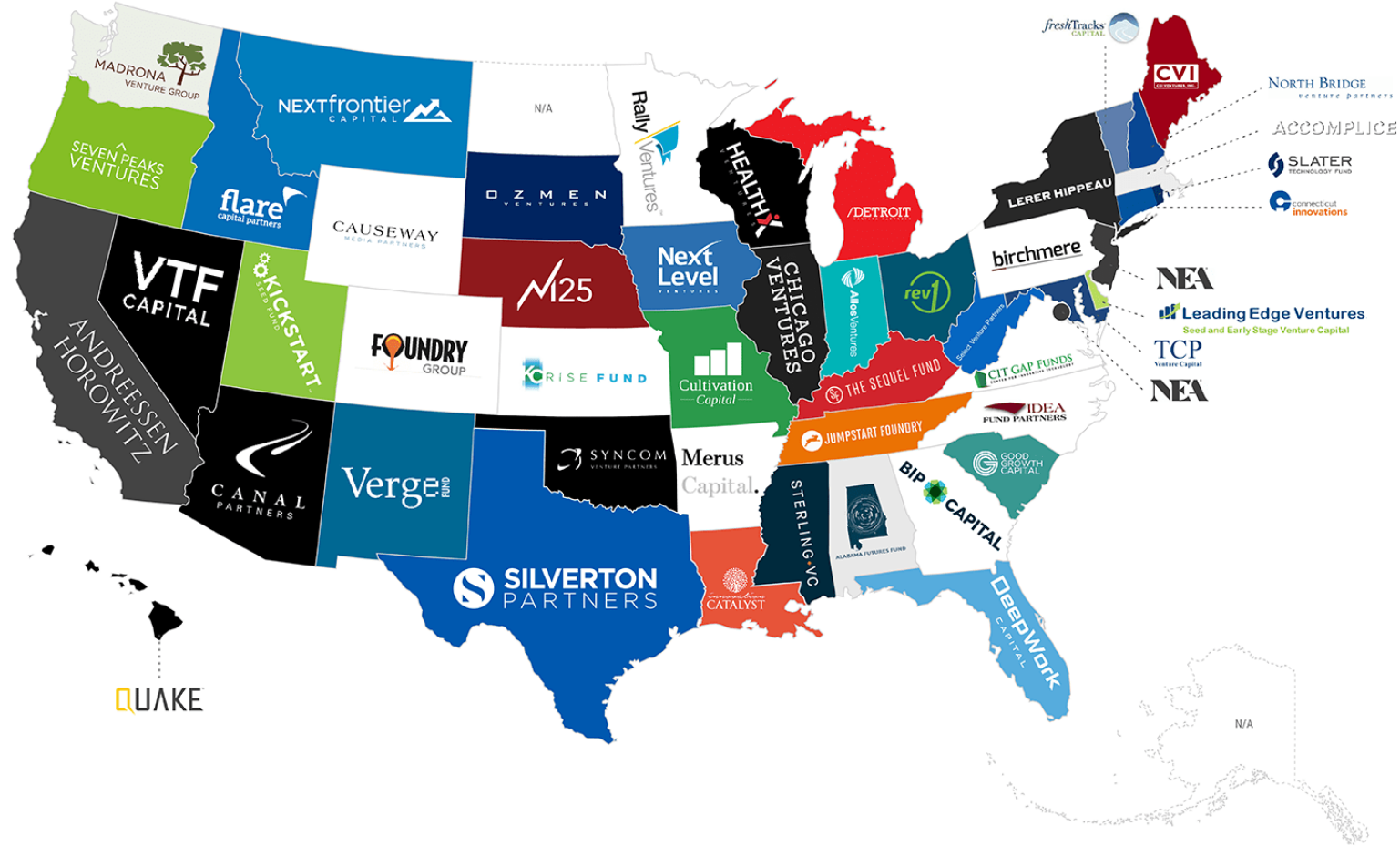
High-growth

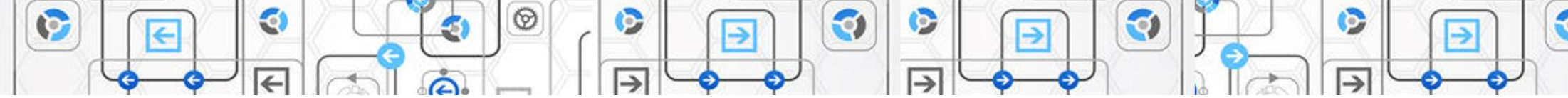
Return + Impact

Catalytic Equity Investor Driving Virginia's Innovation Ecosystem



LEADING INVESTORS BY STATE





SHOWCASING A CIT RISING STAR

Senseware CEO Serene Almomen "Crushing Tech"

Forbes Top 50

50 Women-Led Startups That Are Crushing Tech

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Entrepreneur, Zoompreneur, entrepreneur, startup advisor, and social change

Congratulations to Senseware CEO [Serene Almomen](#) for being named by Forbes as one of 50 women that are "pushing the frontiers of innovation."

Senseware's [IoT Smart Building Solution](#) is changing the industry by making real-time data from the built environment easily accessible. Read more about Forbes list of the Top 50 Women-Led Startups That Are Crushing Tech [here](#).



Driving the Commonwealth's Innovation Economy



CIT
CENTER FOR INNOVATIVE TECHNOLOGY

207 Community Engagements <small>142 outside NO VA since FY2018</small>	\$800M in 3 rd Party Investments	2,800 Jobs Created	220 Companies Launched
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When is high-risk growth capital a fit?

Hint: From inception to exit, startups are a long-term proposition (often 10+ years)



CIT GAP FUNDS

CENTER FOR INNOVATIVE TECHNOLOGY

INVESTMENT CRITERIA

Management Team / Founder

- Full-Time Commitment
- Integrity, Passion, Creativity
- Coach-ability
- Record of High Achievement

Investment Stage

- Seed-Stage Focus
- Up to 36 Months Prior to Venture Capital
- Pre-prototype – Newly-Launched Tech

Proprietary Advantage

- Unique Technology
- Defensible Intellectual Property
- Difficult-to-Replicate

Scalability

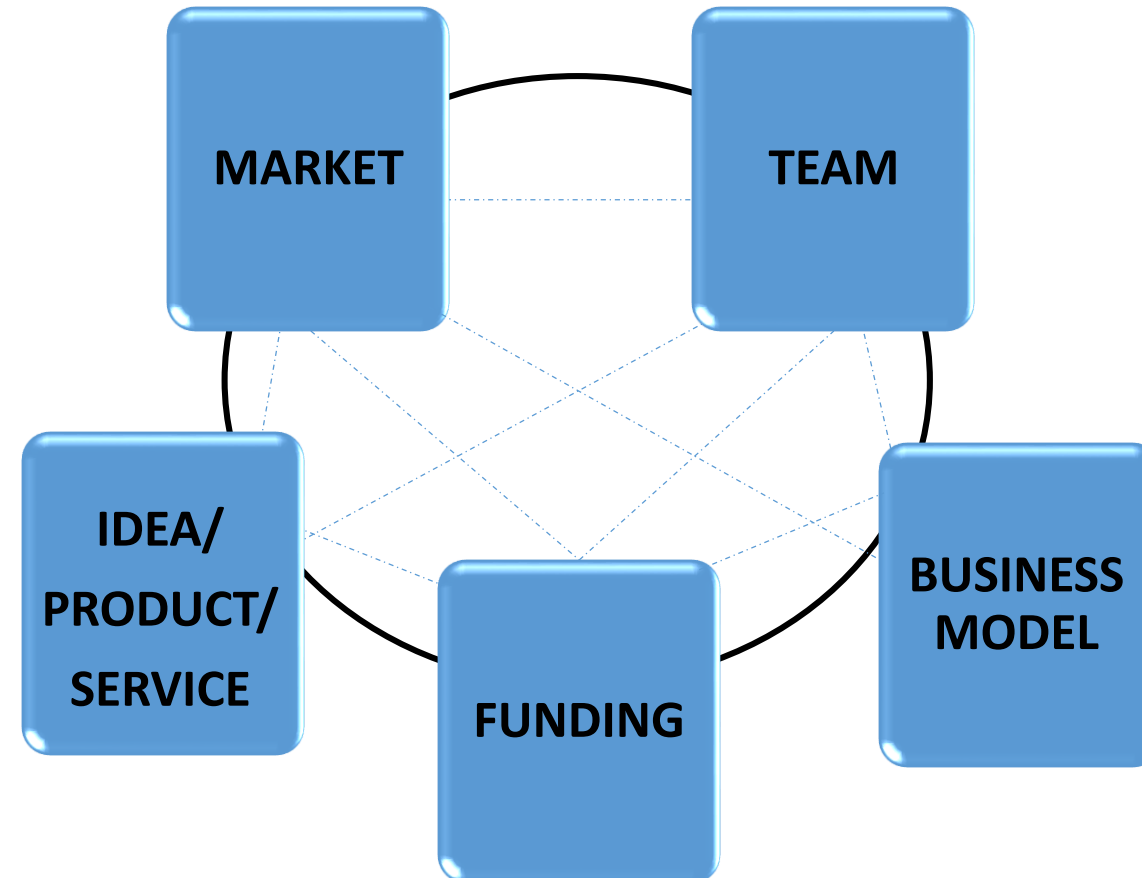
- Markets with Big Buying Power
- Potential for Dominant Market Position

Returns

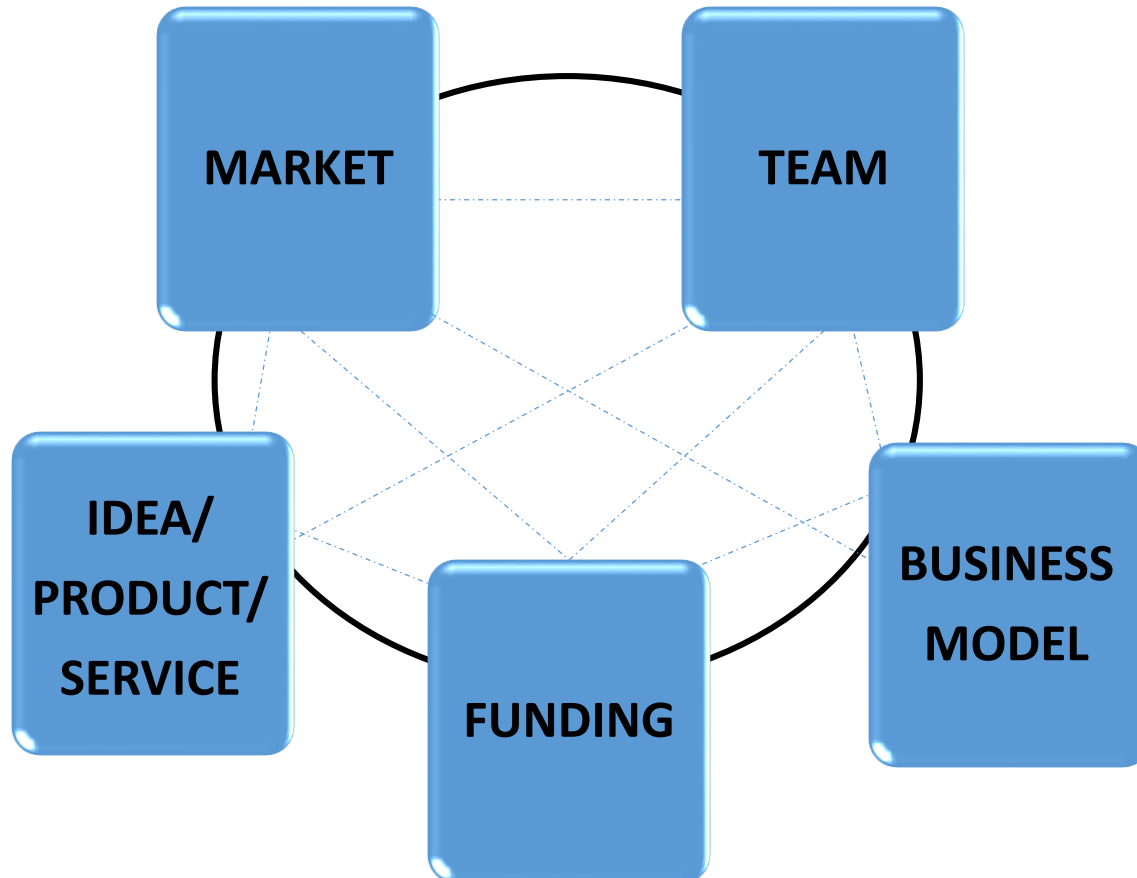
- Angel -VC Multiples



HIGH-GROWTH STARTUP MOLECULE

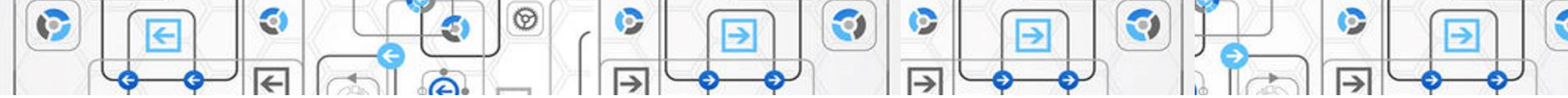


WHY STARTUPS SUCCEED

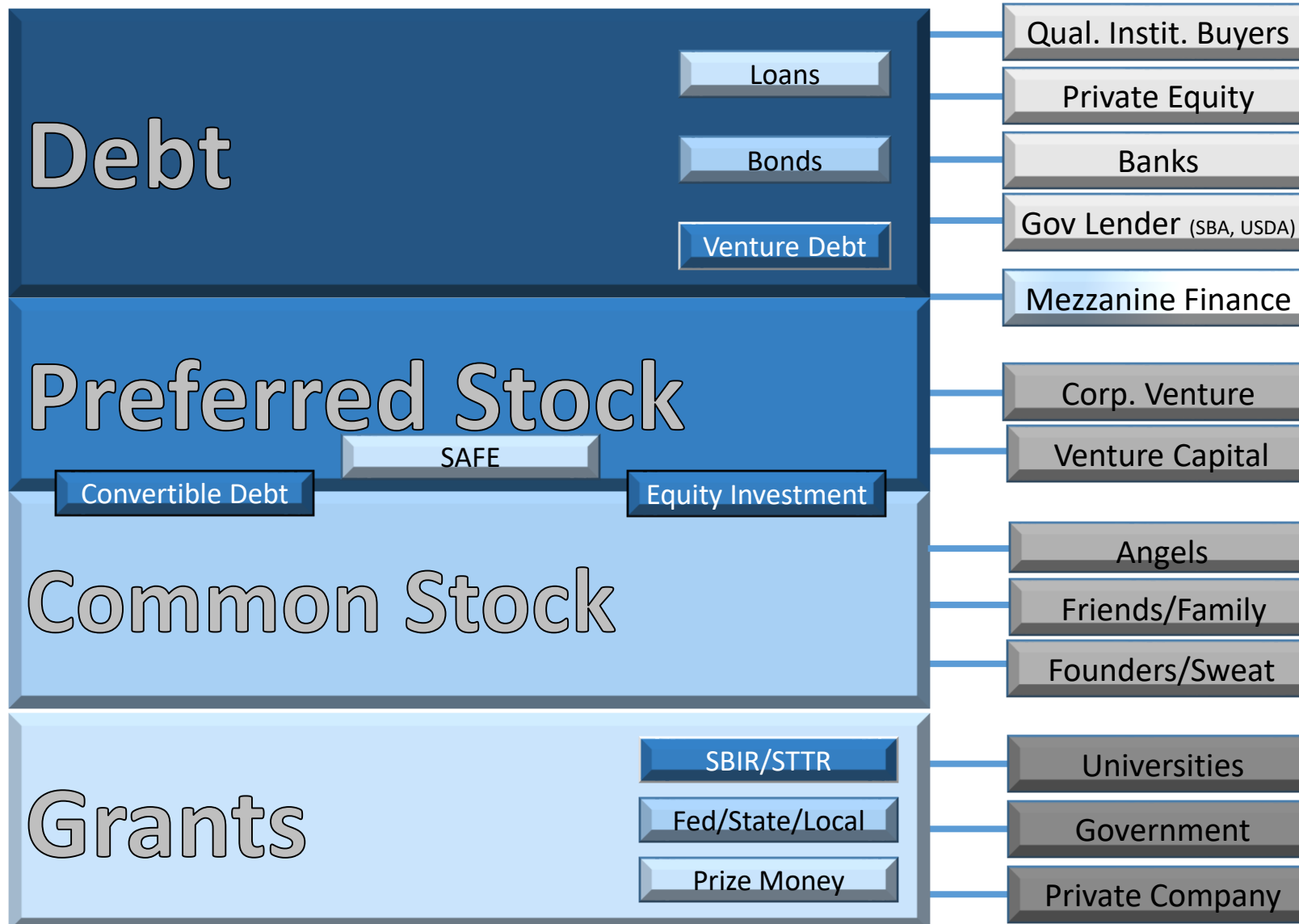


SURVEY SAYS? ...

Market Timing:	42%
Team:	32%
Idea:	28%
Bus Model:	24%
Funding:	14%



ROCKET FUEL



SOURCES

DISCUSSION / Q & A

- A high-growth, high-expectation startup **DNA is unique** ... unicorns even rarer
- **No one-size-fits-all** investment source or type exists
- High failure rate ... the **lemons ripen first**
- **Outsized returns** make it worthwhile requiring a decade before payout

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VIRGINIA'S ACCELERATOR NETWORK

Featured Partners Located Throughout the Commonwealth

