

OAKLAND CELEBRATES SMALL BUSINESS

April 28-May 3, 2024 WEEK

Free & open to all:

- Workshops
- Networking
- Resource Fair
- Celebrations



Krystell Guzman
Owner of La Plazita Preschool
3632 35th St.

Fernando Santos
Owner of Beast Oakland
3720 MacArthur Blvd.

Alicia Kidd
Owner of CoCo Noir Wine Shop & Bar
360 13th St.

Deryk Hudson
Owner of OakBay Fits
5329 Fairfax Ave.

Lisa Phan
Owner of Pro Nails
7227 International Blvd.

Tyranny Allen
Owner of Winky Dinky Dogs
325 19th St.

Full schedule & RSVP at www.Oaklandca.gov/SBW

NEW VENTURE FUNDING

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- Funding Sources
- Building “LoanBook”
- Pitching Perfect

www.oaklandca.gov/SBW

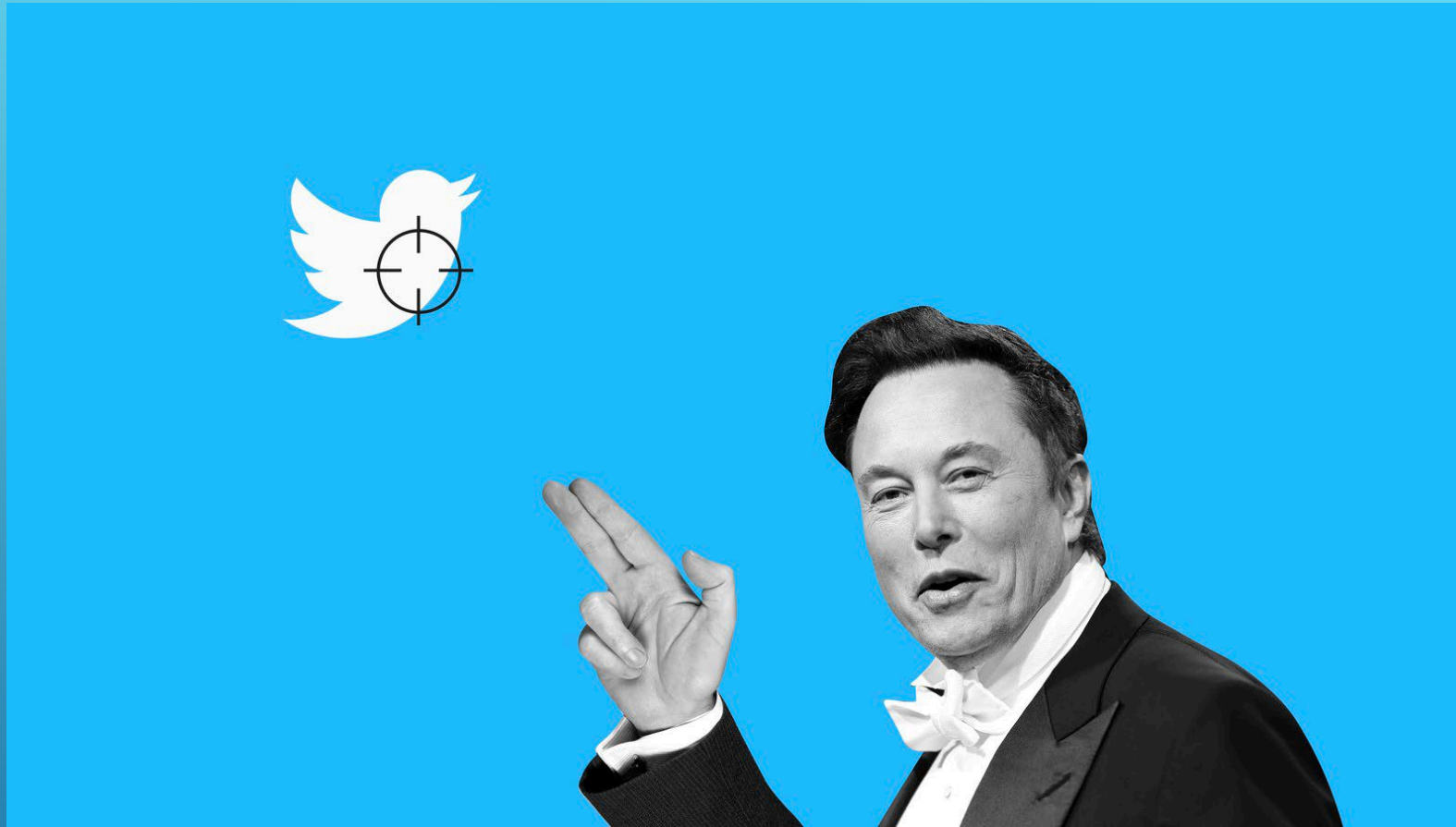
New Venture Funding

INTRODUCTION

- ✓ Randy Whitney
- ✓ Thomas Capital
- ✓ Whitney Worsley
- ✓ Little Saigon BID
- ✓ Saint Mary's Business School



WHITNEY
WORSLEY



TWITTER DEAL VALUATION @ \$44B

New Venture Funding – Today’s Outline

- Where to Find Investors and Lenders
- Building your “Book” (aka “Loan Book”)
- Pitch Perfect: Telling Your Story

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New Venture Funding

Sourcing Capital: Where to Find Investors and Lenders

- SBA Loans: 7a& 504 Loans, SBA Express MicroLoan
- Friends and Family and HNY's("honeys")
- Crowdfunding: Kickstarter, GoFundMe, Fundable
- Equity vs Debt: Risk vs Reward
- Niche Based Crowdfunding

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New Venture Funding

Building Your “Book” : LoanBook Financial Toolkit

- Financial Presentation: “Trailing 12”
- Accounting 101: Profit and Loss, Balance Sheet
- COGs vs Labor vs Fixed vs Variable Costs
- Cash Flow: Show How to Get Bottom Line
- Sources: Contracts, Retail, etc?

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New Venture Funding

Pitch Perfect: Telling Your Story

- Shark Tank Fans?
- Building Your Story: Your Slide “deck”
- Essential Slides:
 - What Problem Solved?
 - Value Metrics & Market
 - Team + Advisors

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New Venture Funding

Next Steps: Where to Start

- Answer Key Question: Debt vs Equity – Your Risk?
- Practice Practice Practice
- Know Your Market

KEY TOPICS:

- ✓ Valuation Assessment: Value of your Venture
- ✓ Risk Analysis
- ✓ Cost of Capital

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What is Venture Capital aka “VC”

Emerged from Private Equity

- VC partner profile: tech innovator and financial guru
- Core VC: Most Money > Best Companies > Low Price
- VC Industry historical growth
- ✓ Post World War II – since 1946
- ✓ Davis & Rock > Kleiner Perkins > Sequoia
- ✓ New VC: Tiger Global, Softbank (“Mega Rounds”)

DNA of Start Up Venture

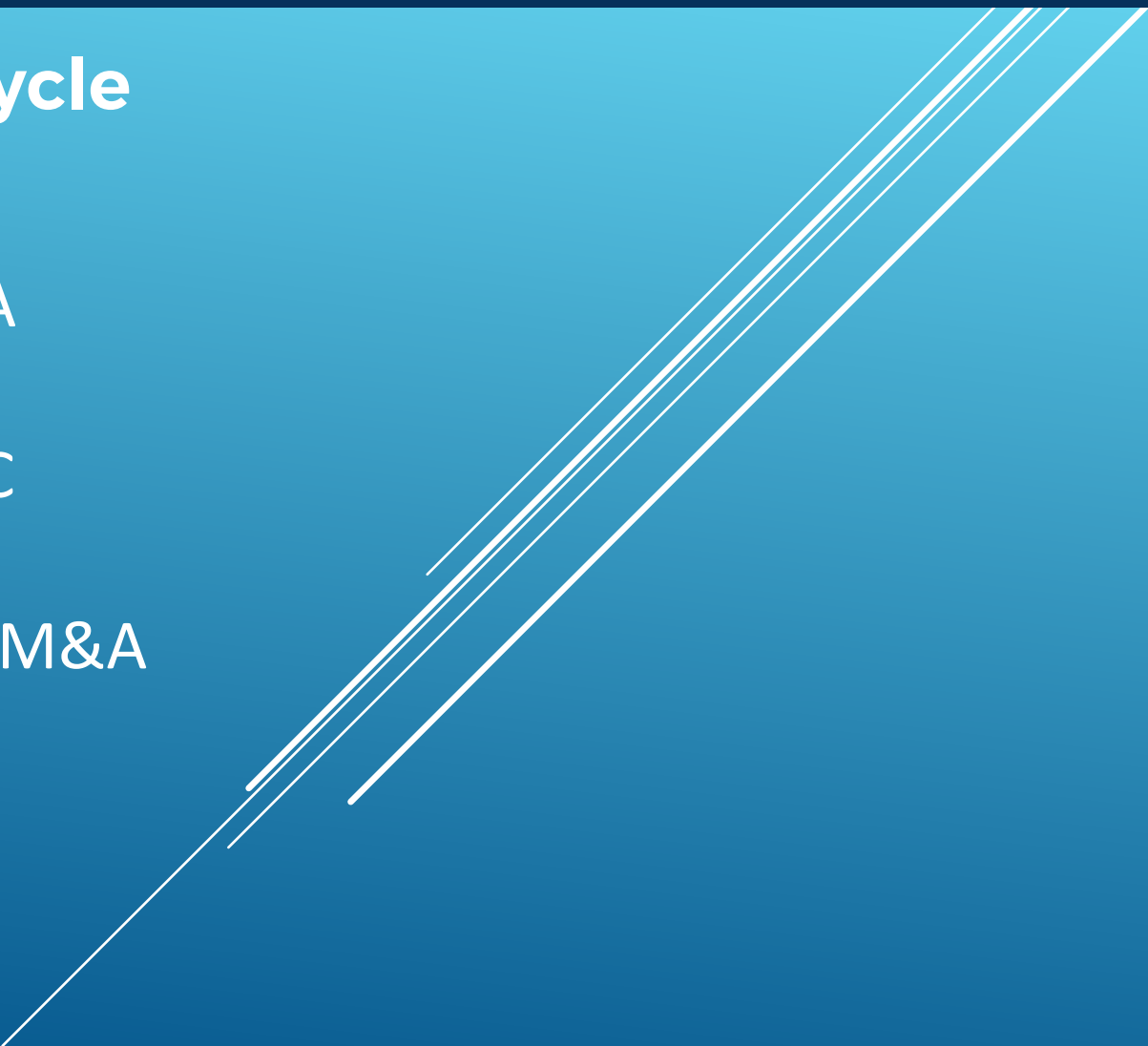
3 Key Team Players and their SuperPower

- The Visionary: Future Big Picture - Scale
- The Craftsman: Product Development - Execution
- The Operator: Scaling w/ Org. Alignment - Communication

✓ Shreyas Doshi, Google, Twitter, Yahoo

STAGES OF GROWTH

How VC Funds Invest over Lifecycle

- Early Stage Capital: Seed to Series A
 - Expansion Capital: Series A, B and C
 - Late Stage Investments: Pre IPO or M&A
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StartUp Funding LifeCycle


How Venture Works from Seed to Exit

- Friends and Family
- Angel Investors or High Net Worth(HNW)
- Seed Level
- Series A, B and C
- Exit: Pre-IPO or M&A

Each Stage: 18 – 36 months “runway”
What size checks are being written?

New Venture Funding

Key Stages: Understanding Lifecycle

- Friends and Family
 - Angel Investors
 - Seed Capital
 - Series A, B and C
 - Pre-IPO or M&A
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Funding New Ventures

*thank
you*

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