

BERKELEY ANGEL NETWORK APPLICATION & PRESENTATION PROCESS

The Berkeley Angel Network (“BAN”) conducts quarterly pitch events where entrepreneurs present to prospective investors. Leading up to the Pitch events, BAN conducts a selection process to choose the companies to present.

Before You Apply. We ask you to commit to reserving a minimum of \$100,000 for BAN investors, and commit to a due diligence process during which BAN members will determine whether they wish to make an investment in your company, assuming BAN members express an interest in potentially investing in your company. *If you are not prepared to make this commitment, please do not apply. We would prefer that you not take up the precious space that another company may be able to benefit from.* We ask that you respect this commitment in view of the considerable amount of time that both companies and investors dedicate to the application, selection and due diligence process.

Application/ Presentation Process

Call for Presenters: ~ 6 - 8 weeks before a scheduled pitch meeting.

Material Submission for Selection: Fill in the BAN application form on Gust (www.gust.com). We strongly encourage that you answer ALL questions. Leaving out specifics (especially financial info such as revenue run rate, burn rate, deal terms) tends to lead reviewers to downgrade their marks (they assume that, if you leave something out, it is because you don't have good things to report). In outlining deal terms, be specific and clear. You are asking for an investment. Not specifying terms is like having mortgage companies not specifying an interest rate when they offer you a loan.

DO NOT assume that our reviewers will read through your other posted documents during the first pass; some tend to rely on the application alone, since we usually have a large number of applications.

If a member of BAN has referred your company to us, please be sure to (1) enter his/her name in your application; and (2) send us an email through our website (www.berkeleyangelnetwork.com) via the “For Entrepreneurs” page.

Be sure to enter your personal contact info in all your submissions, so we (and potential interested investors) are able to contact you.

Timing of Application: Your application should reflect the latest developments your company has achieved, which may argue for the latest possible time to submit. However, our Selection Committee members may elect to engage with you during the Selection process, which means that earlier submissions may receive better attention. We encourage you to apply as early as possible.

Post the information concerning your company by the deadline, which is specified on our site under “Calendar.” You will have the opportunity to edit the documents you post after you have applied, so don't wait until the last day and after you have perfected your content before

applying. The minimum requirement is a one-page executive summary and preliminary deck (in PowerPoint format). On the other hand, if you continually edit the documents well after the deadline, the new edits will not be re-read. So pick your timing carefully.

Selection of Applicants: The Selection Committee will review applications and vote for ones they deem most qualified to present to BAN membership. Your application will be reviewed for this purpose, so please be sure that the information you load onto Gust fairly represents your company's business, revenue model, progress to date, team qualifications, financial status/projections, your funding status and terms, if any.

If one or more of our Selection Committee members finds that your company is a match with their particular interest or sector expertise, they may elect to engage with you during the selection process. This kind of engagement provides the rest of the Selection Committee with insight that is not otherwise available simply by reviewing your application materials, and will likely enhance your chances of being selected to present. We encourage you to engage with these members as much as possible.

Deal Selection Call. Approximately one week before the pitch meeting, members of the Selection Committee will hold a conference call, and the 8 finalists will be invited to join the conference in sequence, in order to dialog with the Committee. You will be notified by email if you have been selected to join this call.

Notification for Presentation: If you have been selected to present, you will be notified by email within 24 hours of the Selection Call. Our meetings take place between 5 pm – 8:15 pm on the date of the presentation meeting.

Presentation Meeting Procedure:

- **Timing:** Entrepreneurs are asked to arrive at the meeting 30 minutes prior to the start of the meeting for any last minute preparations, and to be prepared to meet angels at the cocktail hour. The cocktail hour is a very good time to connect with angels.
- **Process:** We typically have for 4 companies present at presentation meetings. Each entrepreneur will have 7 minutes to present, and 7 minutes for Q&A. If we have more companies present, each company may receive less time for the presentation and Q&A. At the end of the presentations, entrepreneurs are asked to leave the room so members may deliberate on the merits of each presentation.
- **Deep Dive:** The last part of each presentation meeting is reserved for deep dive with companies in whom at least 4 BAN members have expressed interest to hear more ("Deep Dive"). The deep dive will be around 45 minutes, and will provide BAN members the opportunity to learn much more about a specific company of interest. Because of this, entrepreneurs are encouraged to come to the presentation meetings prepared to respond to questions and Deep Dive review. The Deep Dive session is when entrepreneurs may request BAN members for engagement in due diligence. ***This is the best time to sign up people to conduct due diligence. If possible, help identify an investor who is willing to lead due diligence. If not possible, offer to facilitate due diligence yourself.***

Post-Meeting Due Diligence: Companies who successfully emerge from the Deep Dive will likely proceed to due diligence. Depending on the level of interest, the prospective investors may organize a group due diligence process, or agree to engage with companies individually. In order to make the diligence process effective, you will need to be available for diligence process meetings and provide backup information. *Please do not submit an application to BAN if you are not prepared to participate in due diligence with prospective investors.*

Keep in mind that the investors make their own individual decisions whether to invest (BAN itself does not invest), and neither the investors nor your company is obligated to proceed with any particular investment.

There is an art to managing a diligence process with angel investors. It is very helpful when an investor emerges who drives an active diligence process (keeping in mind that each investor is responsible for his or her own diligence). Be sure that you actively and timely follow-up with meetings and calls. There is a natural rhythm to all these diligence processes, and you want to build momentum and ensure continuity.

No Confidential Information: As with other investors (angels and venture capitalists), *we do not agree to confidentiality agreements, or express or implied confidentiality obligations, in connection with our process.*

Disclaimer: This description is a general guideline of the process for convenient review and presentation of companies at meetings. Your submission of materials or invitation to present shall create no expectation that the Berkeley Angel Network or any of its members has committed to make any investment or provide any services. We reserve the right to modify the process or schedule and may reschedule or cancel meetings based on current level of interest or other considerations in our discretion.