



BLUETREE

CAPITAL GROUP, LLC

WHERE CAPITAL MEETS OPPORTUNITY

VENTURE CAPITAL

- Financing startup and emerging growth companies
- Long term/patient capital
- Equity financing
- High Risk/High Return
- Exits: M &A or IPO

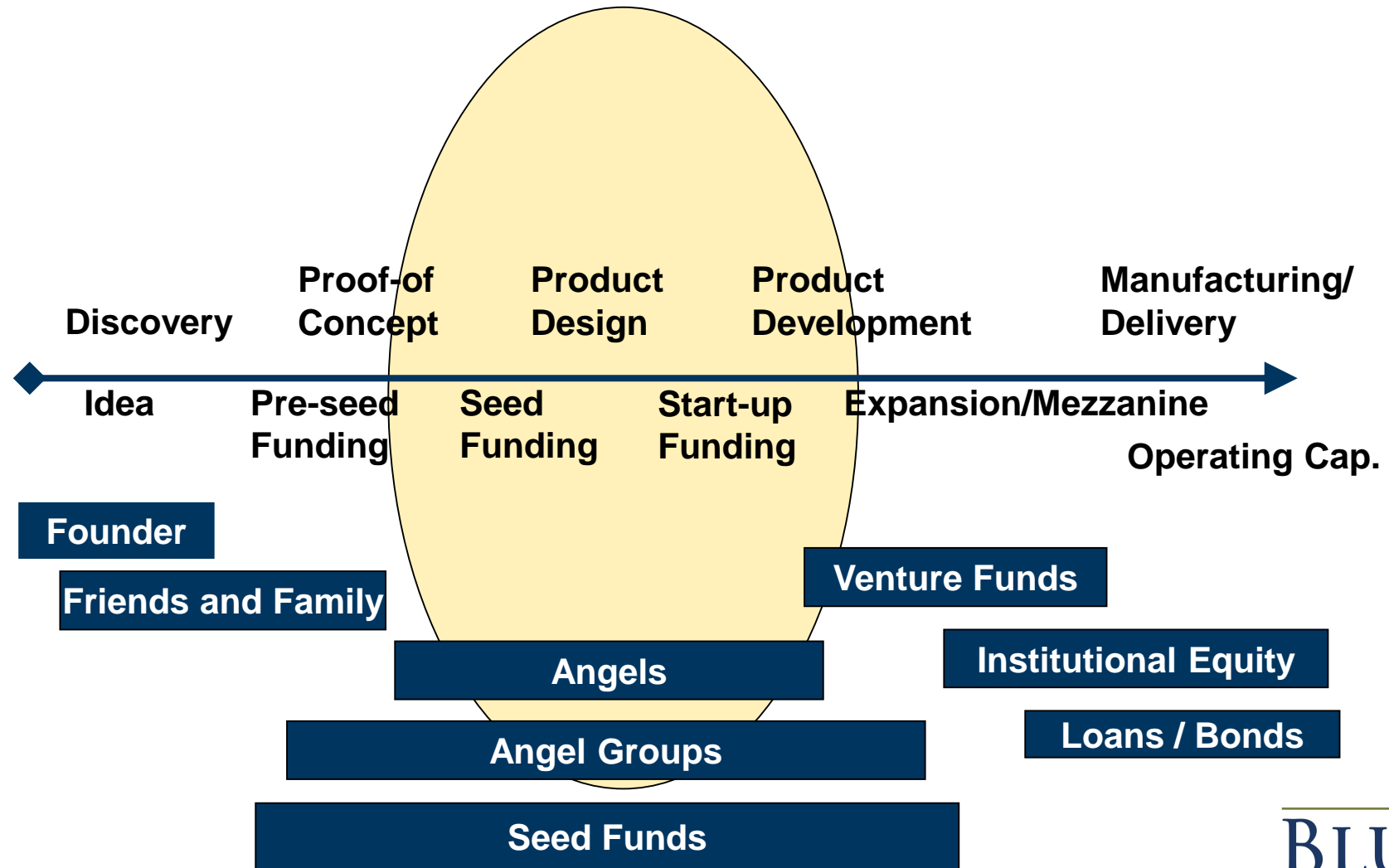


TWO ENTITIES

- **BlueTree Allied Angels**
 - Aggregates active accredited investors providing money and expertise to invest in startup companies
 - Investors self-select investments and create own portfolio mix
- **BlueTree Venture Fund I**
 - Aggregates passive accredited investors capital to invest in early stage companies
 - Managed by a professional team to select and create a balanced portfolio



FINANCING LIFE CYCLE



**VENTURE CAPITAL/ANGEL
INVESTORS ARE IMPORTANT
TO THE ECONOMY . . .**



HAIL TO THE JOB CREATORS

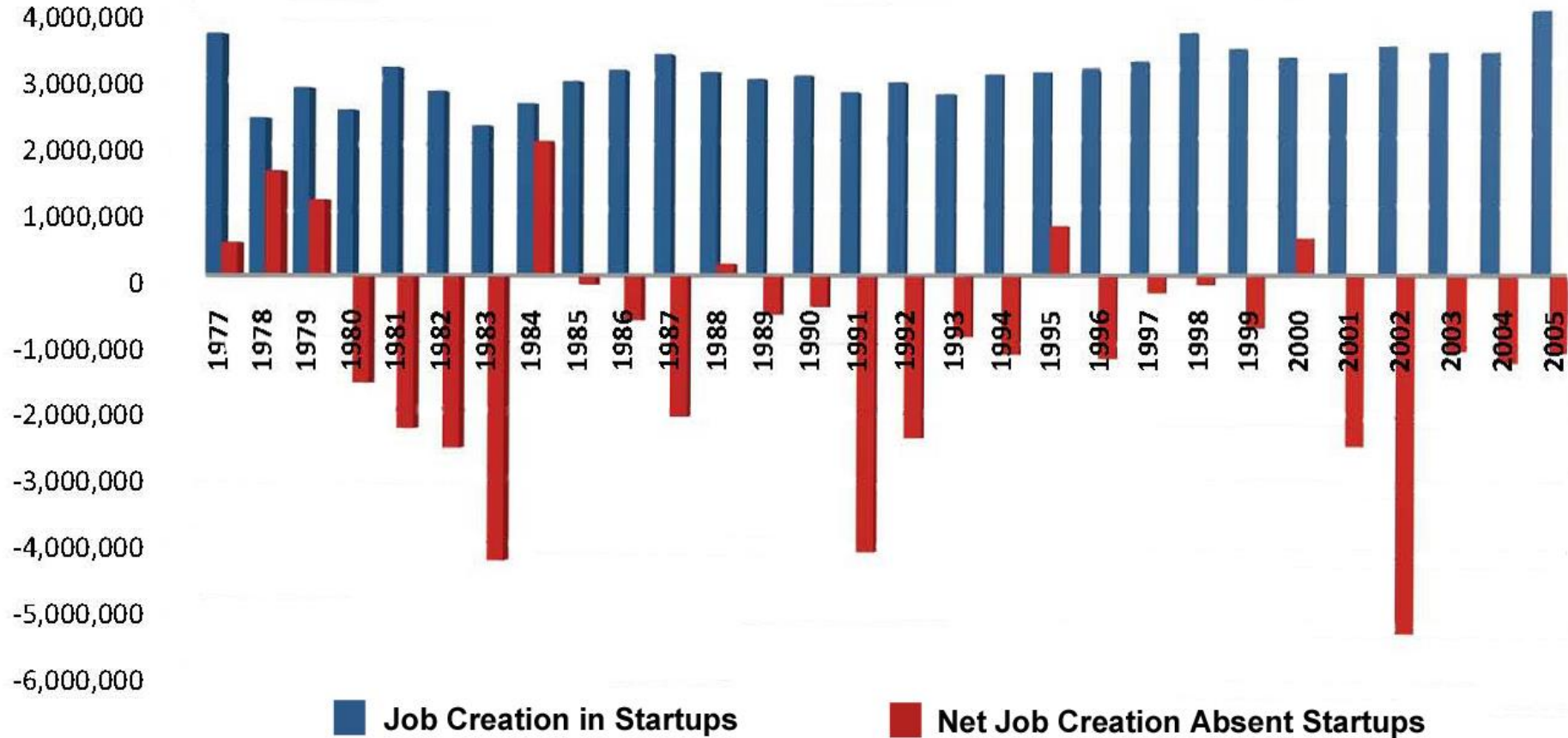
From 1980 ... firms less than five years old accounted for all net new job growth in the United States.

*Business Dynamics Statistics Briefing:
Jobs Created from Business Start-ups
in the United States, January, 2009.*



JOB CREATORS

Entrepreneurs are key to job creation
No Startups, No Job Creation



Source: Business Dynamics Statistics Briefing: Jobs Created from Business Startups in the United States.
Census Bureau and Kauffman Foundation, January 2009



**ECOMONIC IMPACT – Jeff Sohl/CVR's
Estimates are that Angel Investments
Created an Average of 4.1 Jobs per Deal.**

<http://paulcollege.unh.edu/research/center-venture-research/cvr-analysis-reports>



**WHO REALLY IS FUNDING
COMPANIES LESS THAN 5 YEARS
OLD?**



ANGELS FUND MAJORITY OF STARTUPS IN USA

Angels Provide ~90% of Outside Equity for Startups

Angel Investors (2017)

- \$27 billion
- **71,000 deals**
- 32,000 seed
- 29,000 early stage
- 9,200 expansion
- > 300,000 individuals

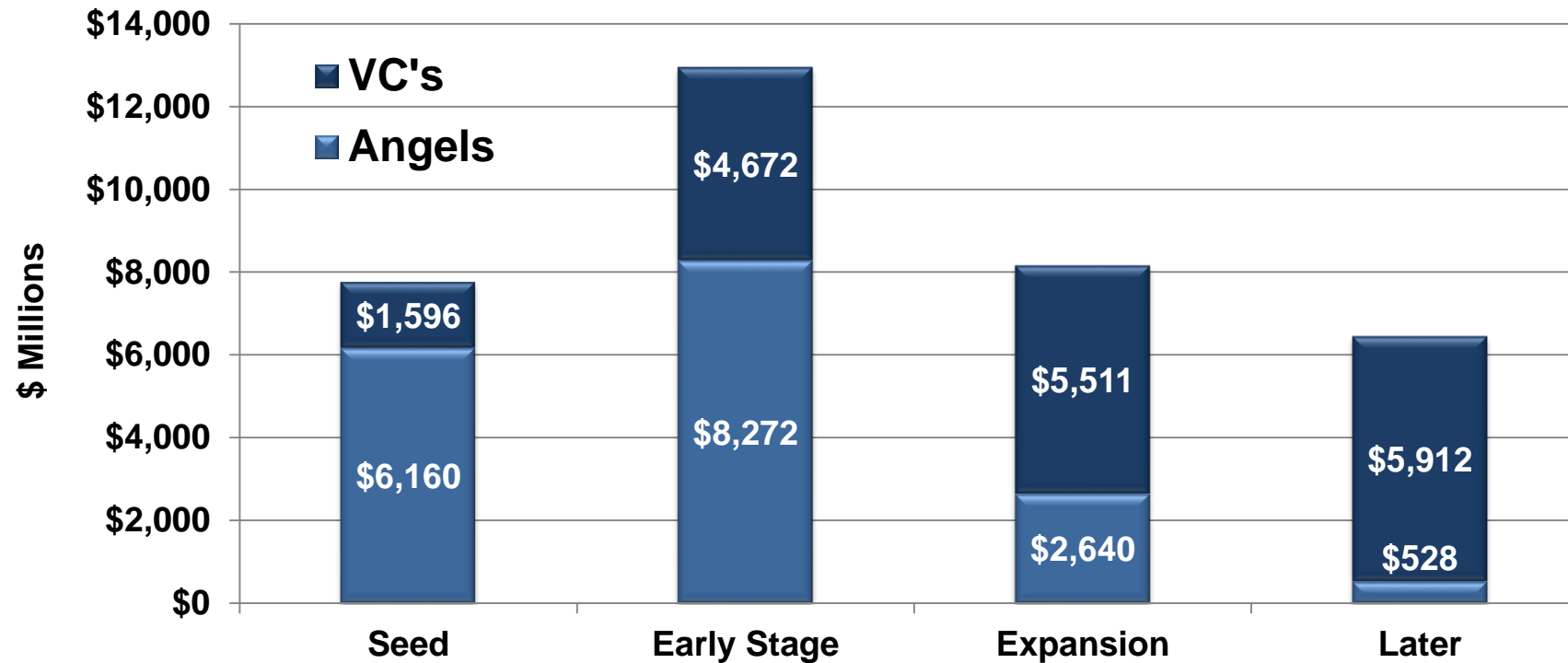
Venture Capital (2017)

- \$69 billion
- **7751 deals**
- 1220 seed
- 2734 early stage
- 3954 later/expansion
- 900 active firms

Sources: Center for Venture Research/ UNH; NVCA 2014 Yearbook; PwC MoneyTree



ANGELS AND VC INVESTMENT



Sources: (2009) Center for Venture Research and PwC MoneyTree

Angel Investors

- \$17.60 billion ~ 57,000 deals
- 82% seed & early stage
- 300+ groups
- www.angelcapitalassociation.org

Venture Capital

- \$17.69 billion ~ 2,800 deals
- 65% Expansion & Later
- 794 firms (not all active)
- www.nvca.org

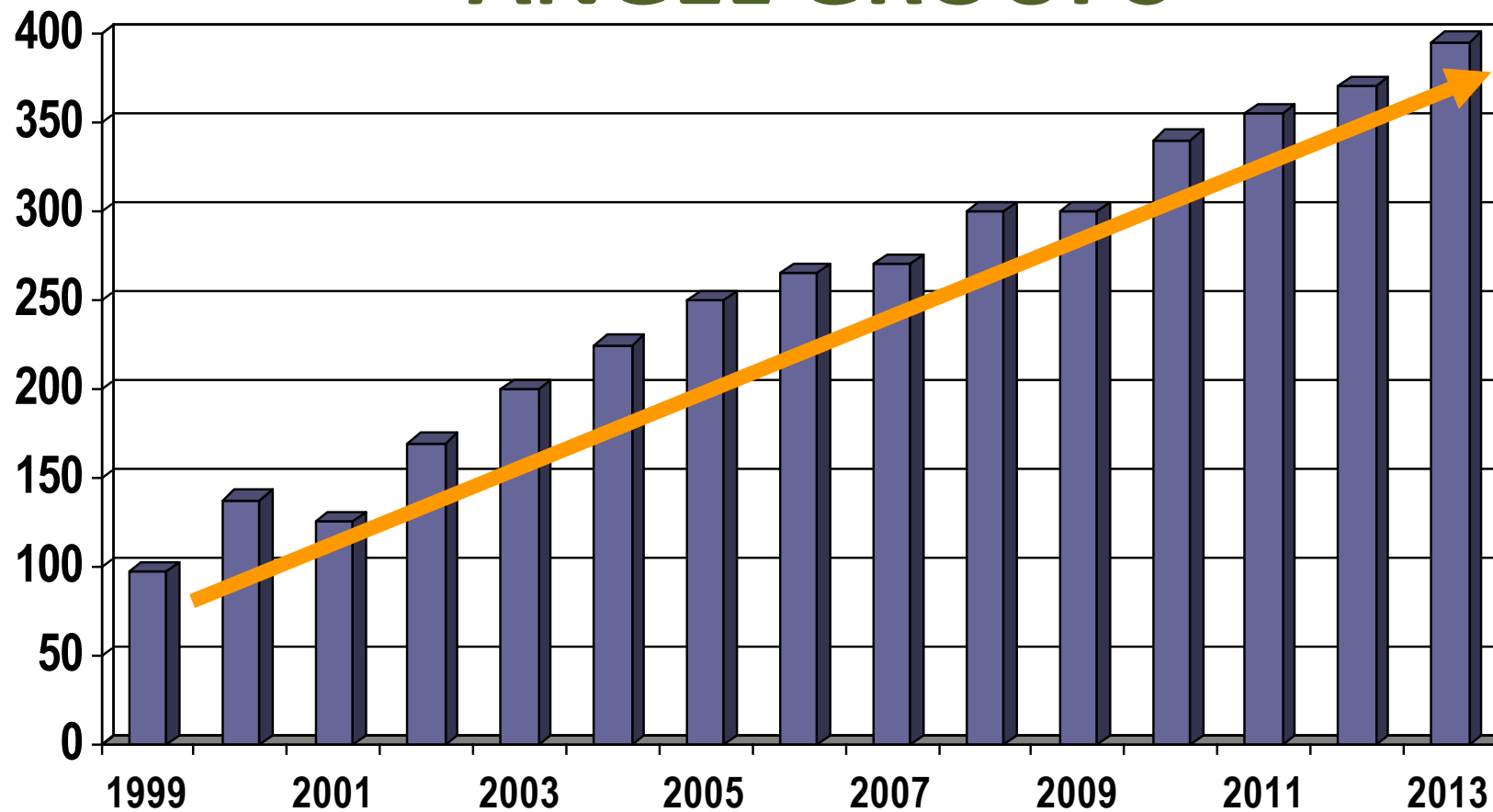


ANGEL INVESTORS

- **TYPES - all shapes and sizes!**
 - Friends, Family
 - Unsophisticated
 - Sophisticated
 - Guardian Angels or coaches/mentors
 - Passive
 - Super Angels
 - **Angel Networks /Micro VC Funds**



GROWTH IN NUMBER OF AMERICAN ANGEL GROUPS



Sources: Center for Venture Research (pre 03 data) and Kauffman Foundation/ARI (04-13 data)



WHY ANGEL INVESTOR GROUPS

- **The Power of Aggregation**
 - Aggregating investment dollars
 - Aggregating knowledge, experience
 - Aggregating industry connections
 - Collective Due Diligence
- **Mitigate Risk - Diversified portfolio**
- **Higher Quality Deal Flow**
- **Greater Investment Clout — Strength in numbers**
- **Continuity through Portfolio Management — monitoring and mentoring with talent and experience**



BLUETREE INVESTMENT PORTFOLIO

PECA
LABS

PICKUP

C360
A VIDEO REVOLUTION

Gemmus
PHARMA

AngR

NEUROS
MEDICAL™

bioptigen
voci
voci technologies incorporated

AgTI
Ag TechInventures



shoefitr

DONORPRO™
by TowerCare Technologies

CXGRX

ApartmentJet

AUSTIN
★
COCKTAILS

ITEROS



LIA DIAGNOSTICS Carmell
THERAPEUTICS

ALUNG®

101

AUROCHS
BREWING CO.

Cissé™
TI

iCarbonX

MALCOVERY
SECURITY

wombat
security technologies

FlyCast

BIOSAFE®

aerOnics



STAGEMARK

BoardBookit

COLUMBIA
NORTHWEST

Physcient
SMARTER INSTRUMENTS FOR SURGEONS.

PittMoss®
For healthy plants & a healthy plan

medSage | TECHNOLOGIES™

4moms

LegalSifter

Medrobotics
Expanding the reach of surgery®

Peptilogics figure8
SURGICAL

HOLGANIX™
The Natural Green Solution™

BERGEN
MEDICAL
PRODUCTS

Complexa

NAME THAT ANGEL FUNDED COMPANY



NAME THE ANGEL FUNDED COMPANY?

- 2017, had \$100.2 Billion in earnings
- 300,000+ employees
- 2,284 Retail Sites in 50 states, Canada, Puerto Rico, Guam, Mexico, China, etc
- Headquartered in Atlanta
- Founded by Art Blank & Bernie Marcus
- More Saving/More Doing



NAME THE ANGEL FUNDED COMPANY?



NAME THE ANGEL FUNDED COMPANY?

- Operates 200 Locations in 31 Countries
- Has 59,000 + Employees
- FY 2014 \$ 22.5 Billion Revenue, ~\$1.25 Billion in Net Income, ~\$8.5 Billion Total Assets
- Founded by Charles Martin Hall in 1886
- Headquartered in Pittsburgh



NAME THE ANGEL FUNDED COMPANY?



COMPANIES BACKED BY AMERICAN ANGELS



ONE SIMPLE QUESTION?

Is this team going to leverage these partners, to execute this plan, engaging in these activities, to defeat these competitors in order to better serve these customers selling this product or service with these current and future features and benefits, which solve this problem, at this price point and capture this market which drives these financial projections which in turn accretes value such that I will one day see a return of this magnitude on my investment?



Catherine V. Mott

BlueTree Venture Fund

www.bluetreeventurefund.com

BlueTree Allied Angels

www.bluetreealliedangels.com



ANGEL CAPITAL ASSOCIATION
THE PROFESSIONAL ALLIANCE OF ANGEL GROUPS



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CAPITAL GROUP, LLC
— WHERE CAPITAL MEETS OPPORTUNITY —