Idea to Liquidity & Beyond: Financing

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**Ways to Finance the Company**

- **Self-fund:**
  - use your own cash to build your company

- **Angel/Seed financing:**
  - issue in exchange for cash from friends, family and angel investors
  - *ex: Convertible Note, SAFE*

- **Venture financing:**
  - issue equity in exchange for cash from institutional investors
  - *ex: Series Seed, Series A….*
# Pros and Cons of Different Types of Financing

<table>
<thead>
<tr>
<th></th>
<th>Self-Fund</th>
<th>Convertible Notes</th>
<th>Preferred Stock</th>
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</thead>
<tbody>
<tr>
<td><strong>Pros</strong></td>
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<td>• Larger financing</td>
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<td>• Value of VCs as advisors</td>
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<td>• Successive participation of VCs in later rounds</td>
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<td>• Cheaper and less time consuming than preferred stock</td>
<td>• Single or few professional investors</td>
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<td></td>
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<td><strong>Cons</strong></td>
<td>• It’s your own cash</td>
<td>• Drawbacks of debt instruments</td>
<td>• Founders lose some control of the company (and must respect rights of preferred holders)</td>
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<td>• Lenders less sophisticated than VCs</td>
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Raising Funding...
Convertible Note

What is it?

Short-term debt that converts into equity
### SUMMARY OF PROPOSED TERMS FOR CONVERTIBLE PROMISSORY NOTE (BRIDGE) FINANCING

The following is a summary of the basic terms and conditions of a proposed convertible promissory note financing of [Newco, Inc.], a [Delaware] corporation (the "Company"). This term sheet is for discussion purposes only and is not binding on Company or the Investors (as defined below), nor is Company or any of the Investors obligated to consummate the convertible promissory note financing until a definitive convertible note purchase agreement has been agreed to and executed by Company and the Investors.

<table>
<thead>
<tr>
<th>Financing Amount:</th>
<th>Up to $_________ in aggregate principal amount of convertible promissory notes (the &quot;Notes&quot;).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Closings:</td>
<td>The Company may close the sale of the Notes in one or more closings with one or more purchasers of the Notes acceptable to the Company (the &quot;Investors&quot;).</td>
</tr>
<tr>
<td>Definitive Agreement:</td>
<td>The Notes will be issued and sold pursuant to a convertible note purchase agreement prepared by the Company’s legal counsel and will contain customary representations and warranties of the Company and the Investors (the &quot;Note Purchase Agreement&quot;).</td>
</tr>
<tr>
<td>Maturity Date:</td>
<td>Principal and unpaid accrued interest on the Notes will be due and payable _______ months from the date of the Note Purchase Agreement (the &quot;Maturity Date&quot;).</td>
</tr>
<tr>
<td>Interest:</td>
<td>Simple interest will accrue on an annual basis at the rate of _______% per annum based on a 365 day year.</td>
</tr>
<tr>
<td>Conversion to Equity:</td>
<td>Automatic Conversion in a Qualified Financing. If the Company issues equity securities (&quot;Equity Securities&quot;) in a transaction or series of related transactions following in</td>
</tr>
</tbody>
</table>

- Applies to both convertible notes and preferred stock
- The “engagement ring” of the financing process
- Summarizes the principal legal and business terms of the financing
  - Details are found in the Charter and financing agreements
- Typically non-binding
- You should be aware of what terms are important to negotiate
Convertible Notes – Pros and Cons

• **Pros**
  - Allows company to defer valuation
  - No initial loss of ownership – debt v. equity
  - Scaled raises of funds
  - Cheaper and less time consuming than preferred stock financings

• **Cons**
  - Drawbacks of debt instruments
  - Dilution may still occur if lenders convert
  - Difficulty of multiple lenders (“herding cats”)
  - Lenders less sophisticated than VCs
Critical Terms for Convertible Notes

Maturity Date
- The date on which the debt is due or converted to equity
- Typically should not be more than a year

Interest Rate
- The rate at which the debt will accrue interest, typically on an annual basis
- Usually 3-6%

Conversion Price
- The price at which the note (plus accrued interest) would convert into shares of preferred stock

Conversion Discount
- Mechanism for noteholders to convert the note (plus accrued interest) at a reduced price (in percentage terms) to the purchase price paid by the investors in the next equity financing
### Critical Terms for Convertible Notes (cont.)

#### Uncapped vs Capped
- **Capped** = ceiling on the valuation at which investors' notes convert to equity (which protects the noteholders’ stake when they convert to equity in the future equity round)
- **Uncapped** = noteholders get no guarantee of how much equity their note purchases (more favorable for company)

#### Warrant Coverage
- Warrants to purchase additional shares in next equity financing
- Not as common given more paperwork and higher legal fees

#### Pre-Payment
- **Timing**
- **Penalty**

#### Security Interest
- Enforceable claim or lien that gives the beneficiary of the security interest certain preferential rights in the disposition of secured assets
- Convertible notes are typically unsecured by any assets of the company

#### Subordination
- Reflects the priorities in claims for ownership or interest in various assets
- Convertible notes are typically subordinate to all other company debt
Safe

What is it?

Safe – stands for “simple agreement for future equity.” Alternative to convertible note created by Y Combinator.
Preferred Stock

What is it?

A class of equity ownership in a corporation that has a higher claim on the assets and earning than common stock.
Preferred Stock – Pros and Cons

- **Pros**
  - Larger financing
  - Value of VCs as advisors
  - Successive participation of VCs in later rounds
  - Single or few professional investors

- **Cons**
  - Founders lose some control of the company (and must respect rights of preferred holders)
  - Requires valuation of the company
  - More expensive and time consuming
Considerations for VC Financings

• What do we (the founders) want from a VC?
  • Sophisticated guidance
  • Valuable sources of contacts and expertise
  • Potentially successive rounds of financing
  • But don’t forget the drawbacks:
    • Loss of some control
    • Potentially divergent visions for the company (e.g., timing of IPO or sale of the business)

• How can we gauge our valuation?
• What terms should we be concerned with?
  • Contractual Dilution
  • Board Composition
  • Liquidation Preference
  • Protective Provisions
• Terms of the initial round tend to stick in future rounds – think carefully about the critical terms and work with your counsel to negotiate them.
Valuation

- Pre-money = estimated value of company prior to accepting funding
- Post-money = pre-money valuation + new funding amount
- Don’t forget the option pool, equity reserved for future distribution to hires, which is often included in the pre-money valuation and thus will directly affect the founders’ equity stake
The company successfully completes a $4,000,000 Series A Preferred Stock Financing at a purchase price of $1.00 per share.

Pre-money valuation is $1.00 x 6,000,000 = $6,000,000.

Post-money valuation is pre-money valuation + amount invested = $6,000,000 + $4,000,000 = $10,000,000.

Pretty typical for option pool to be 20% of the fully diluted capitalization.

**Sample Valuation Model – The Founders + Option Plan + First Round of Preferred Funding**

<table>
<thead>
<tr>
<th>Entity</th>
<th># of Shares</th>
<th>Pre-Series A % of Shares</th>
<th>Post-Series A % of Shares</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack</td>
<td>2,000,000</td>
<td>33.33%</td>
<td>20%</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Jill</td>
<td>2,000,000</td>
<td>33.33%</td>
<td>20%</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Option Plan</td>
<td>2,000,000</td>
<td>33.33%</td>
<td>20%</td>
<td>$2,000,000</td>
</tr>
<tr>
<td>Series A Investors</td>
<td>4,000,000</td>
<td>0%</td>
<td>40%</td>
<td>$4,000,000</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
<td></td>
<td>$10,000,000</td>
</tr>
</tbody>
</table>
Critical Terms for Preferred Stock (cont.)

Liquidation Preference

- The terms that determine the order in which creditors/shareholders are paid in the event of a liquidation event (IPO, sale or bankruptcy)
- Creditors → Preferred Stockholders → Common Stockholders
- Usually a multiplier (such as 1x)
- Non-participating vs Fully participating (more on next slide)
Non-participating vs Fully participating vs Capped participation

- Fully participating means that the preferred stockholder with this right receives full liquidation preference amount first and are then entitled to share with the holders of common stock in the remaining amount.
- Non-participating means there is no additional amount after the full liquidation preference amount.
- Capped participation means the preferred stockholder with this right stops participating after it has received back a pre-determined dollar amount.
- See examples on next slide.
Critical Terms for Preferred Stock: Liquidation Preference - Participation

- Jack and Jill sell the company for $500,000,000
- Series A investors has a liquidation preference of $4,000,000
- Series A preferred stock representation 40% of the outstanding shares

<table>
<thead>
<tr>
<th>Participation</th>
<th>Preferred before Participation</th>
<th>Preferred after Participation</th>
<th>Common</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Participating</td>
<td>$4 million</td>
<td>$4 million</td>
<td>$496 million</td>
</tr>
<tr>
<td>Fully Participating</td>
<td>$4 million</td>
<td>$4 million + 40% of ($500 million - $4 million) = $202.4 million</td>
<td>$297.6 million</td>
</tr>
<tr>
<td>Capped Participation (for example, 3x)</td>
<td>$4 million</td>
<td>$4 million + $12 million = $16 million</td>
<td>$484 million</td>
</tr>
</tbody>
</table>
Voting Rights

- Board seats
- General matters v. Special matters
- Drag along
Critical Terms for Preferred Stock (cont.)

Protective Provisions

• Consent of preferred class required for certain actions/events
  • Altering rights of preferred
  • Increasing/decreasing amount of common or preferred stock
  • Creating senior or pari passu classes of stock
  • Merger or sale of the company
  • Increasing/decreasing the size of the board
Critical Terms for Preferred Stock (cont.)

Anti-dilution Provisions

- Adjustment to conversion price of preferred
- Types
  - Broad-based weighted average
  - Narrow-based weighted average
  - Full ratchet
- Carve outs of certain types of issuances
Critical Terms for Preferred Stock (cont.)

Pay-to-Play

Redemption Rights
- Optional v. Mandatory

Registration Rights
- Demand
- Piggyback

Management and Information Rights
Critical Terms for Preferred Stock (cont.)

Co-sale
- Investors may sell portion of stock if founders sell their stock

Right of First Refusal
- Right to purchase shares before transferred to third party

Pre-emptive Right
- Right to participate in future issuances
Questions?

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