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

Idea
- Pre-seed Funding
  - Founder
  - Friends and Family

Discovery
- Proof-of Concept
  - Seed Funding
  - Seed Funds

Product Design
- Start-up Funding
  - Angel Groups

Product Development
- Expansion/Mezzanine Funding
  - Venture Funds
  - Institutional Equity

Manufacturing/Delivery
- Operating Cap.

Pre-seed Funding
- Angles

Start-up Funding
- Loans / Bonds

Expansion/Mezzanine Funding
- BlueTree Capital Group, LLC
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.

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

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

<table>
<thead>
<tr>
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<th></th>
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</thead>
<tbody>
<tr>
<td>$27 billion</td>
<td>$69 billion</td>
</tr>
<tr>
<td>71,000 deals</td>
<td>7751 deals</td>
</tr>
<tr>
<td>32,000 seed</td>
<td>1220 seed</td>
</tr>
<tr>
<td>29,000 early stage</td>
<td>2734 early stage</td>
</tr>
<tr>
<td>9,200 expansion</td>
<td>3954 later/expansion</td>
</tr>
<tr>
<td>&gt; 300,000 individuals</td>
<td>900 active firms</td>
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Sources: Center for Venture Research/UNH; NVCA 2014 Yearbook; PwC MoneyTree
ANGELS AND VC INVESTMENT

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

Sources: (2009) Center for Venture Research and PwC MoneyTree
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
- Gemmus Pharma
- Angio
- NEUROS MEDICAL
- bioptigen
- voci
- AgTI
- LIA DIAGNOSTICS
- Carmell Therapeutics
- DonorPro
- biocover security
- ApartmentJet
- Austin Cocktails
- It eros
- iCarbonX
- Wombat security technologies
- FlyCast
- Physcient
- PittMoss
- medSage
- BIOSAFE
- BoardBookit
- Stagemark
- Aurochs
- Cisse
- Aerones
- 4moms
- LegalSifter
- Peptilogics
- figure8 Surgical
- Holganix
- Bergen Medical
- Medrobotics
- 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
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