VenLogic L.L.C.
1011 Boren Ave. Suite 318, Seattle, WA 98104 (206) 726-9656 (206) 726-1019 fax
Info@VenLogic.com

VC Golden Rules

An Equity Marketing™ - Perspective.

Placement

• Must be personally referred to the source by a trusted gatekeeper.
• Must not have "over shopped" the VC community. You get 1 shot.
• Must not ask the VC to sign an NDA.
• Must know who is liquid and investing in your space - this week!

Product

• Must have a top-notch business plan or executive summary and presentation.
• Must not run out of cash in the process.
• Must be free of investors with onerous clauses who drag things down.

Price

• Must meet a minimum valuation requirement of $10M for most mid-sized venture firms, though this value can cut in half during a market downturn or recession.

Positioning

• Must ideally find Smart Strategic Money that brings Unfair Advantages, such as Customers, Capital, Partnerships, and/or Technology
• Must not overload the deal with dumb money.
• Must find a lead who is not in a conflict of interest to set valuation.
• Must maintain confidence and credibility. Never let them see you sweat.

• And of course, the customer is always right (whether you believe it or not).

• Unofficial approximation, always subject to revision by the market without notice.

Equity Marketing ™- A VenLogic Trademarked thought leadership framework which defines the process by which fund raising intangibles, such as stock or equity, are sold typically to investors in a way that leverages existing product marketing know-how. Follows a memorable "4P's of marketing" model, translated to equity which quickly identifies and categorizes deal killers. Nuance within the private equity market requires tailoring of product marketing concepts, processes and tools to meet investor needs. Venture assessment programs provide this service.