

The Foundation Accelerator

powered by  Fledge

The Realities of Startups

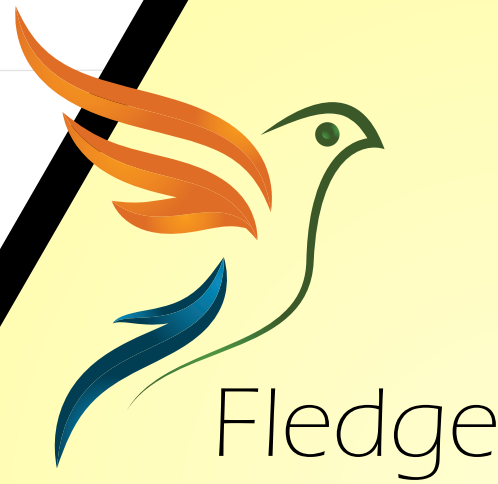
Webinar #3 (of 4)

Luni

Serial Entrepreneur,
Investor,
Teacher,
Author



Entrepreneur
in Residence
& Faculty



GROUNDTRUTH Mobile Market Research

MEDIO Mobile Search & Advertising

(M)FORMA Mobile Games

W UNIVERSITY of WASHINGTON

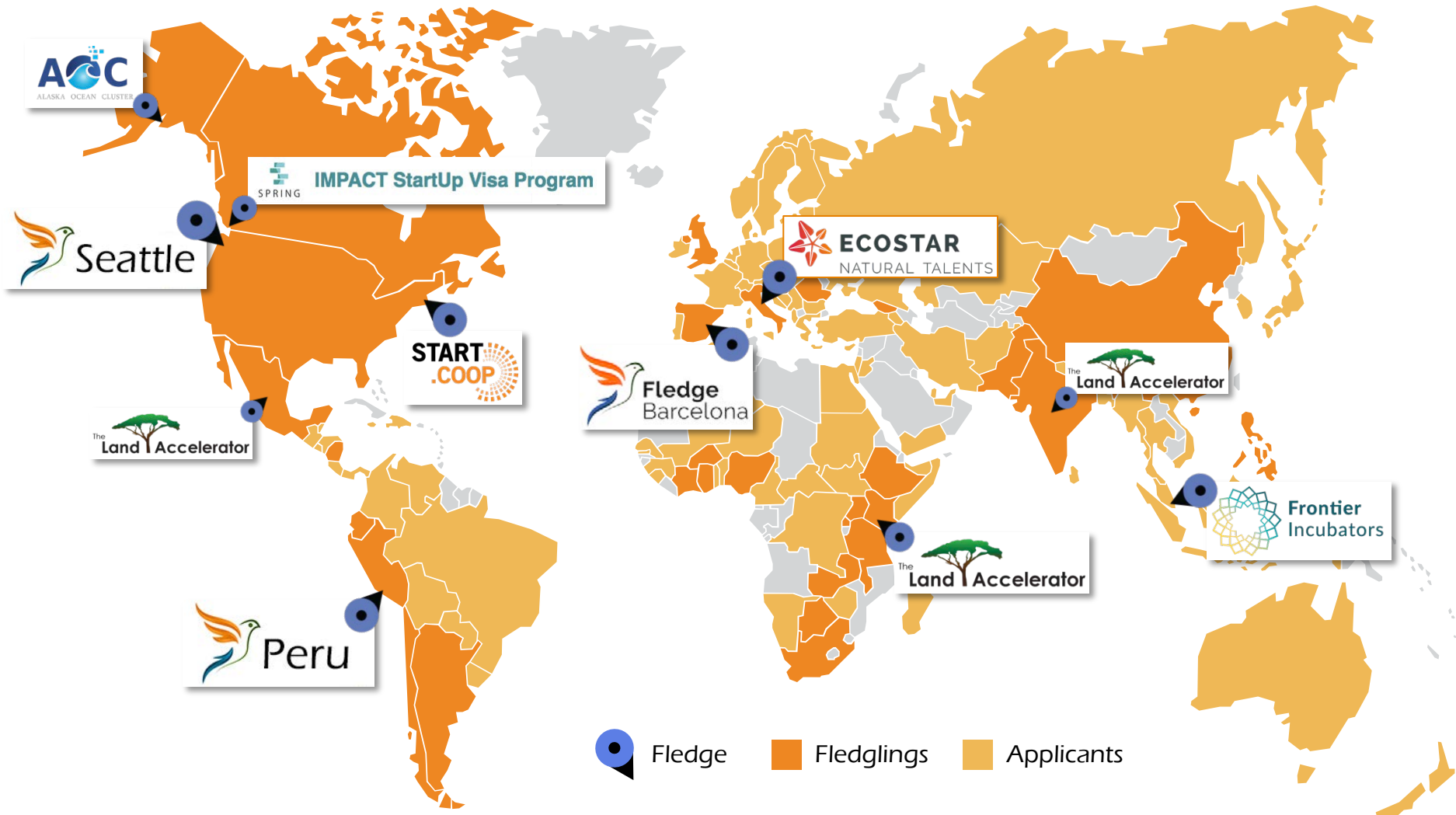
2WAY Enterprise web collaboration

Nimble Tablet, smartphone software

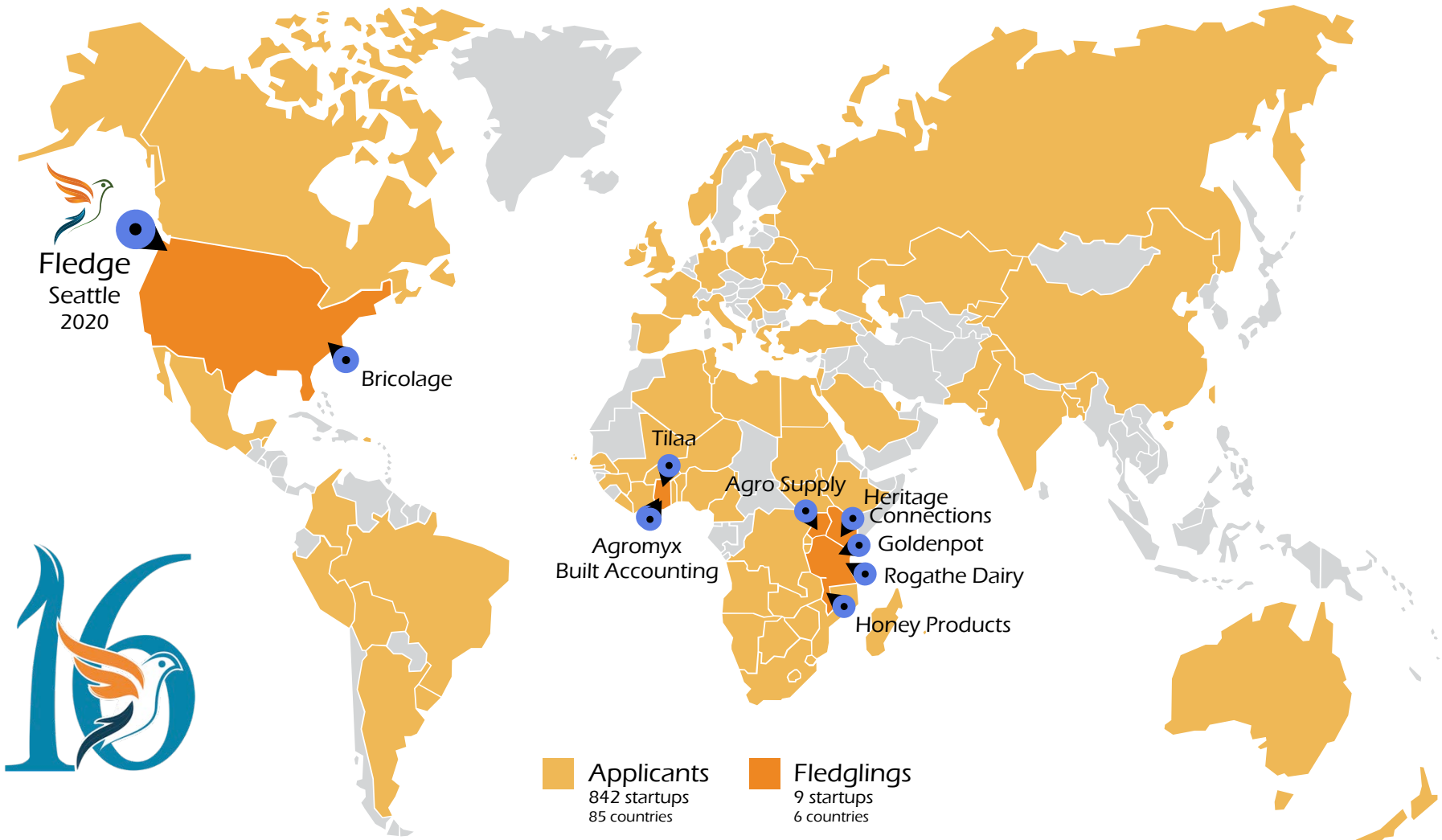
CarnegieMellon

W C4C Entrepreneur in Residence





 Fledge
  Fledglings
  Applicants



The Foundation Accelerator

powered by  Fledge

The Foundation Accelerator invites foundations and families to a 10-week training for program officers, investment officers, and others to learn how to blend investments with grants, using existing capital to catalyze more impact

Foundation **Accelerator**

- An Accelerator for Investors?
 - Not just training. **Training + Doing**
 - In a **cohort** of peers
 - With a **structured** curriculum
 - Only a **few weeks**
 - With a **shared goal** at the end

Timeline

- **Free workshops**
 - Last two Thursdays
 - Today
 - Next Thursdays
- **Commitment**
 - After the 4 workshops
- **Week 1**
 - Thursday
April 23, 2020
- **10 Weeks**
 - April 23 – June 25

Cost

- **\$55,000 recoverable grant**
 - \$50,000 goes into a pool of capital to be invested
 - \$5,000 is the fee to participation fee
- **Grants go to our 501(c)3 partner**
 - Realize Impact (realizeimpact.org)
- **Fledge is a (tiny) venture capital fund**
 - \$3+ million raised from 67 investors
 - 100 investments across 90 companies

4 Free Webinars

- A. An Accelerator for Foundation?
- B. Impact Investing vs. Philanthropy
- C. The Realities of Startups
- D. A Preview of the 10 weeks,
Q&A on the Foundation Accelerator?

10 Week Program

1. Blended, Catalytic, Impact Capital
2. Philanthropists and Investors: Divided by a Common Language
3. Integrated, Full-Spectrum, Blended Investing
4. Debt, Equity, and Recoverable Grants
5. Revenue-based Investing
6. Dissecting a Pitch Deck
7. Managing a Portfolio of Investments
8. Transactions vs. Relationships
9. Reviewing the Investment Options
10. Choosing the Investments

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The Realities of Startups

Webinar #3 (of 4)

Millions

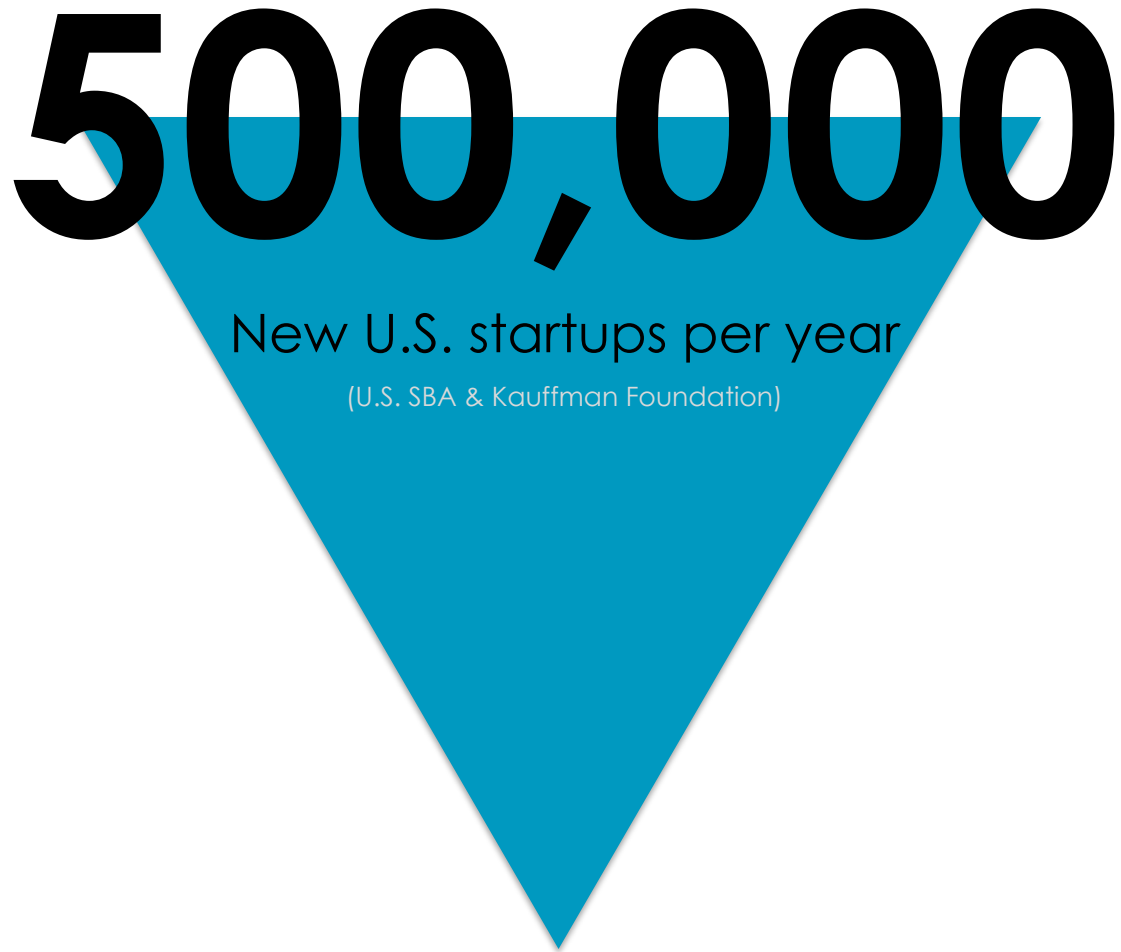


New startups per year
GLOBALLY

Millions

UNFUNDED
startups

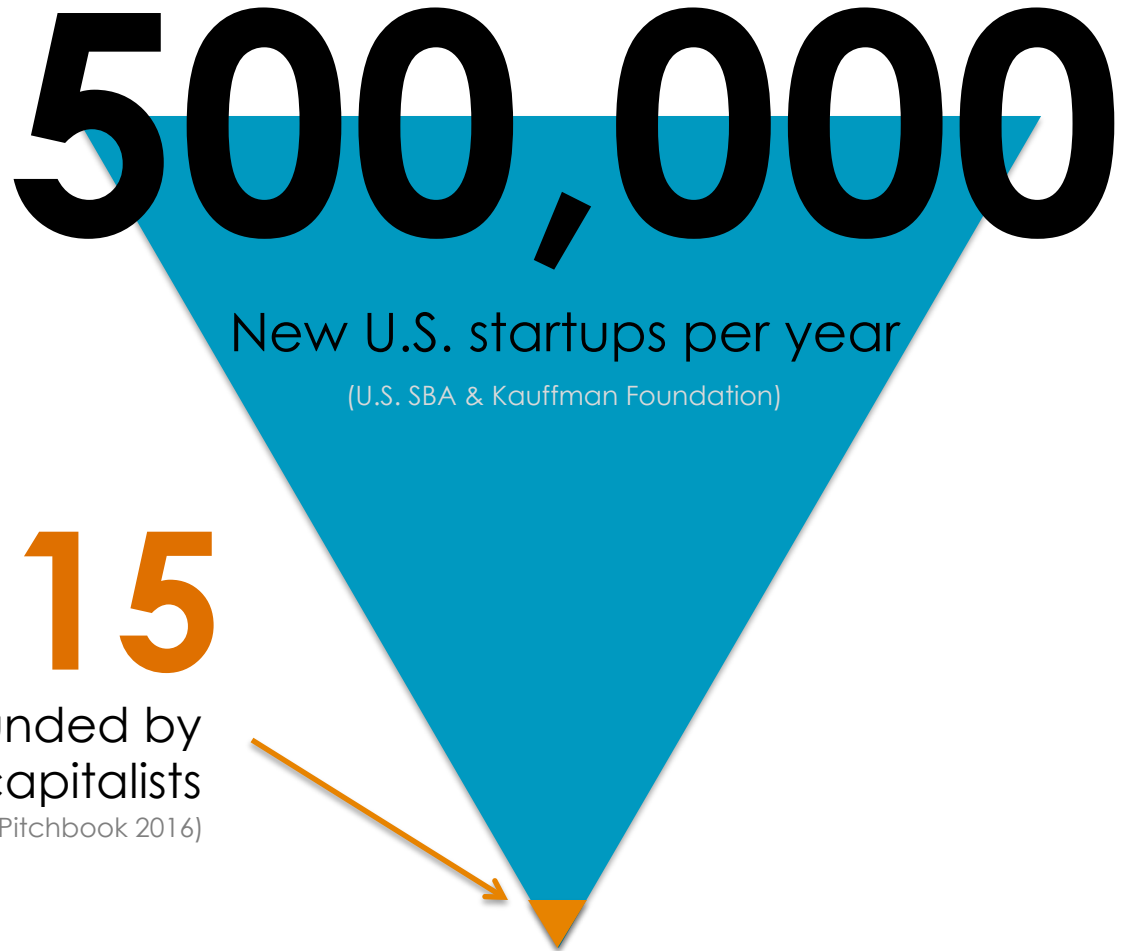
500,000



New U.S. startups per year

(U.S. SBA & Kauffman Foundation)

500,000



New U.S. startups per year

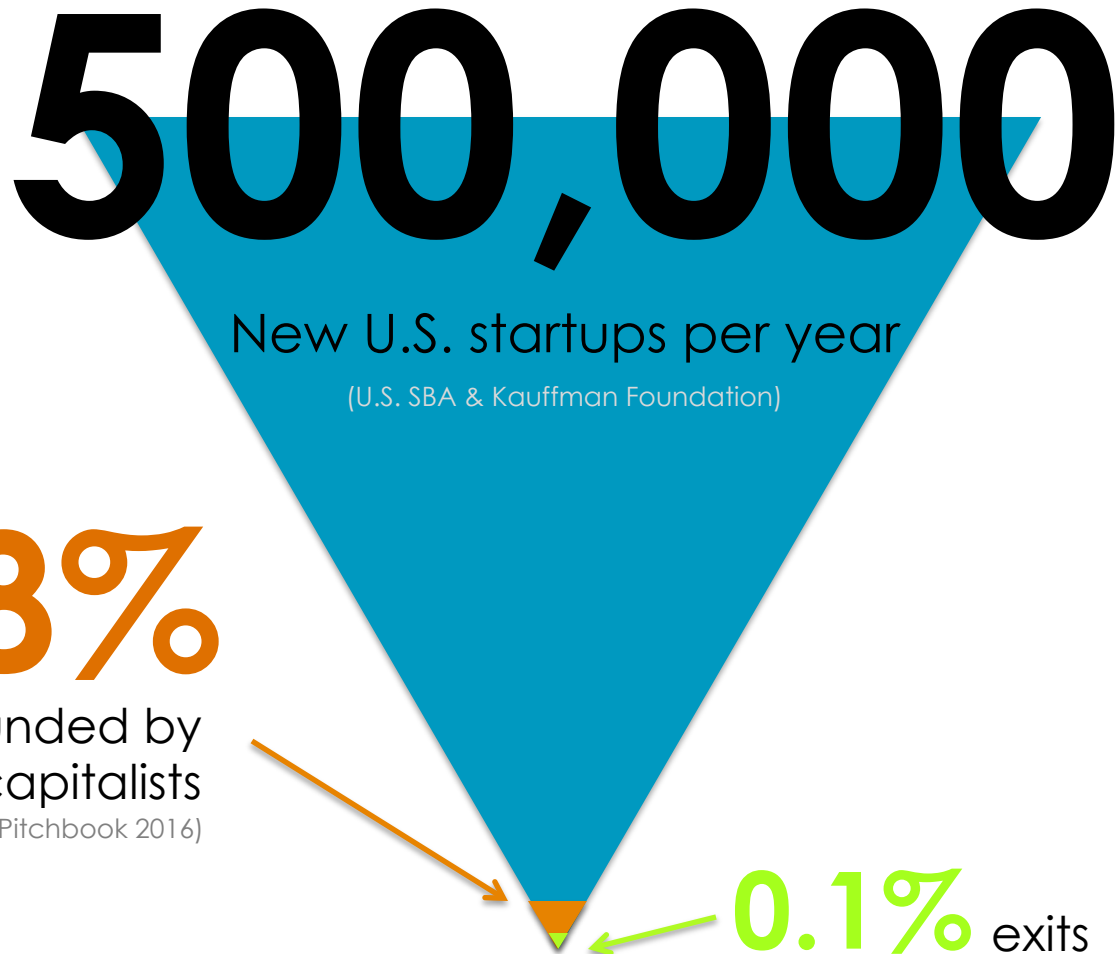
(U.S. SBA & Kauffman Foundation)

4,115

funded by
venture capitalists

(Pitchbook 2016)

500,000



New U.S. startups per year

(U.S. SBA & Kauffman Foundation)

0.8%

funded by
venture capitalists

(Pitchbook 2016)

0.1%

 exits

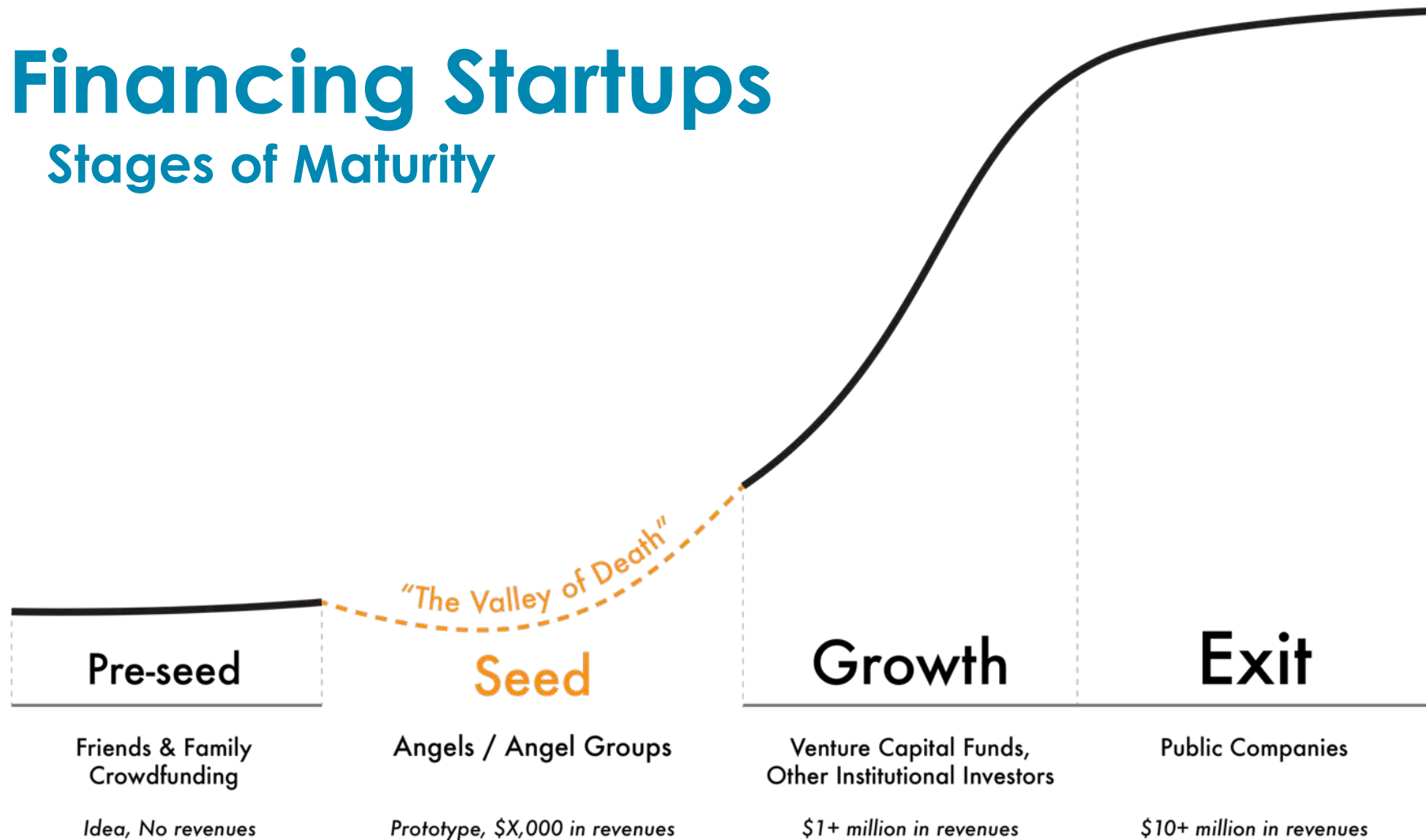
(Pitchbook 2016)

492,000

**“unfundable”
U.S.
startups**

Financing Startups

Stages of Maturity



WHY?

**Why do startups raise money?
What is in it for them?**

TIME

Money buys time to market.

(pay others to help get the product into the market now)

JEAN 01 / 02
FIRST OF MANY

evrnu™

FUTURE OF APPAREL

www.evrnu.com

Zr
Zirconia

The end of rust.

EQUIPMENT

**Money buys equipment.
(supply to meet demand)**



\$2+million
(2020)

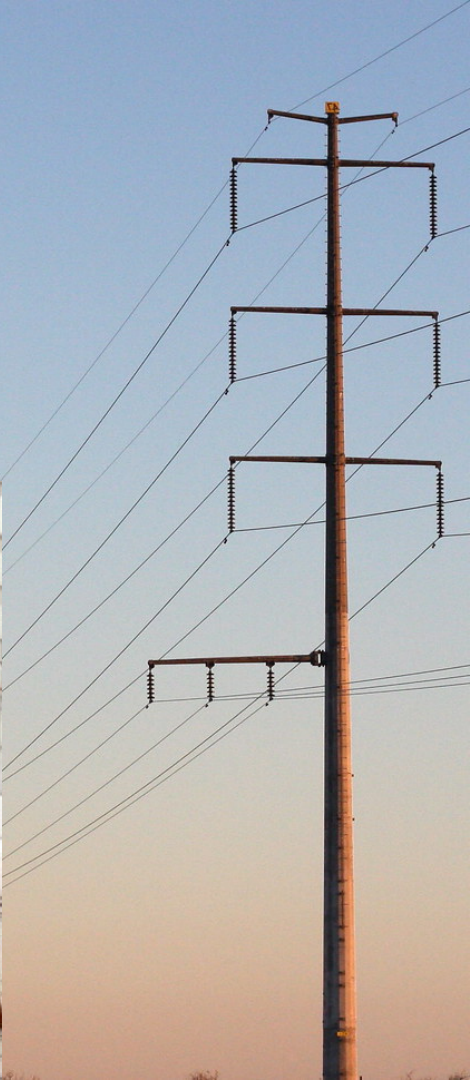
\$1,200,000
(2019)

\$545,000
(2018)

\$120,000
(2017)







MARKET SHARE

Money buys market share.

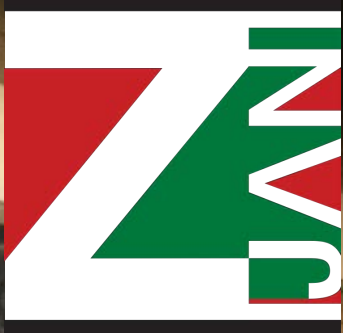
(marketing and discounts to acquire early customers)



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119 communities
29,000
customers



Sources of Money

Tech Investing



Impact Investing



Sources & Scale

Tech Investing



Impact Investing

1/1000th



Sources of capital

	Seed	Startup	Early-Growth	Rapid-Growth	Exit
Self					
Friends/Family					
Crowdfunding					
Grants					
Angel					
Angel Groups					
Venture Capital					
SBA Loan					
Bank Loan					
Mezzanine					
Public Debt					
Acquisition					
IPO					

Stages of capital

	Seed	Startup	Early-Growth	Rapid-Growth	Exit
Angel					
Angel Groups					
Venture Capital					

\$0-\$200K

\$200k-\$2m

\$2m-\$20m

\$20m+

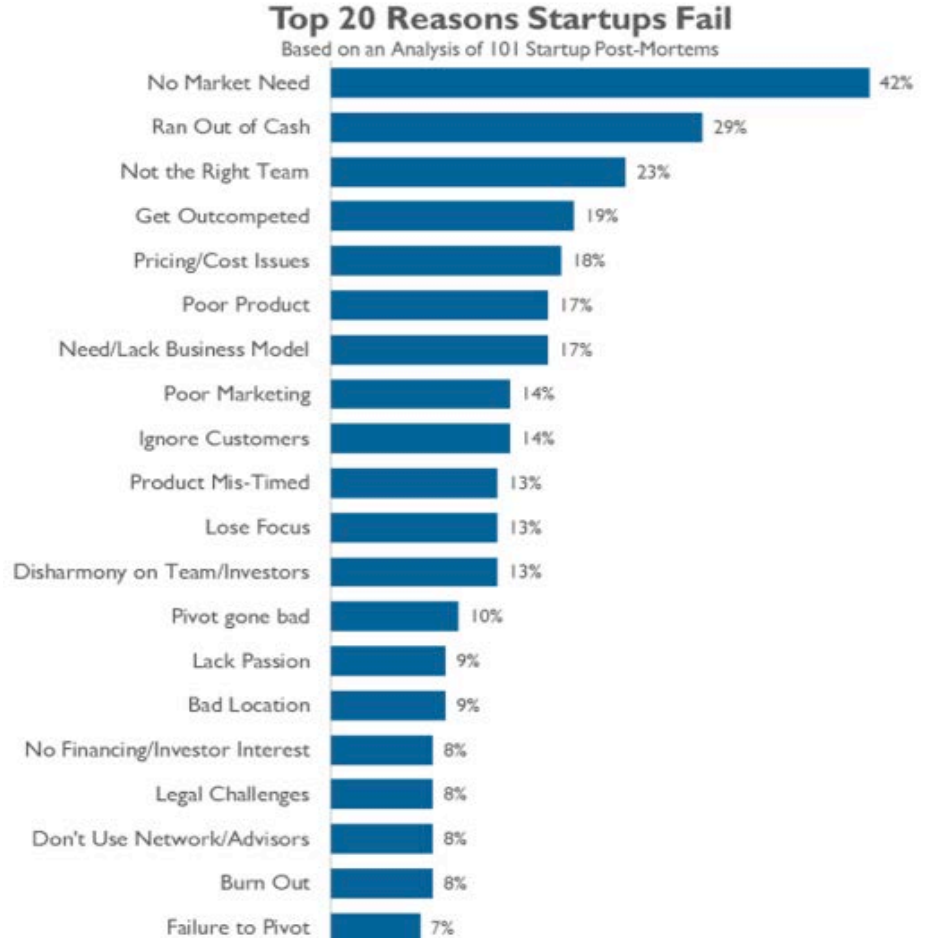
Sources of **IMPACT** capital

	Seed	Startup	Early-Growth	Rapid-Growth	Exit
Self					
Friends and Family					
Crowdfunding					
Accelerator					
Angel					
(Single) Family Office					
Angel Groups					
Seed VC Funds					
(Multi) Family Office					
Venture Capital Fund					
Foundation					
Government (DFI)					





WHAT?

What do startups need to succeed?

Why Startups Fail?



Why Startups Succeed?

1. Timing 
2. Luck 
3. Team 
4. Funding 

MONEY

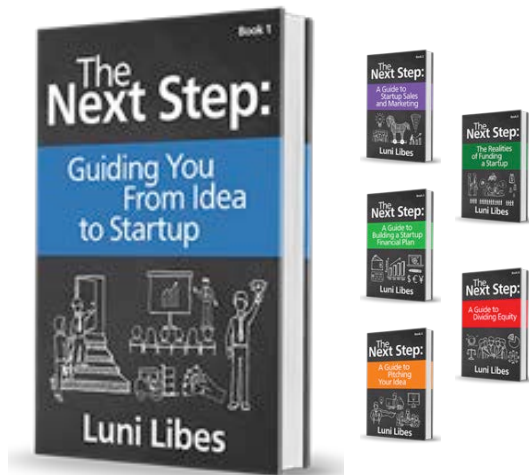
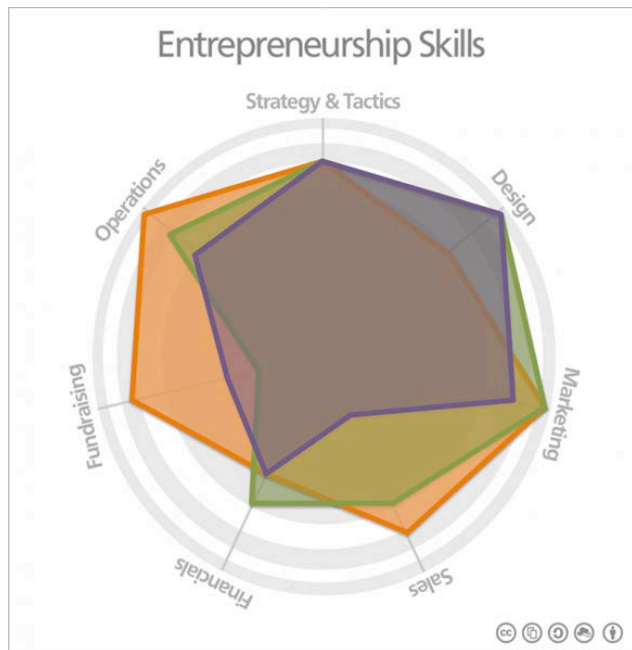
Grants and Investments.

(just enough, not too much, now, with no strings)

GUIDANCE

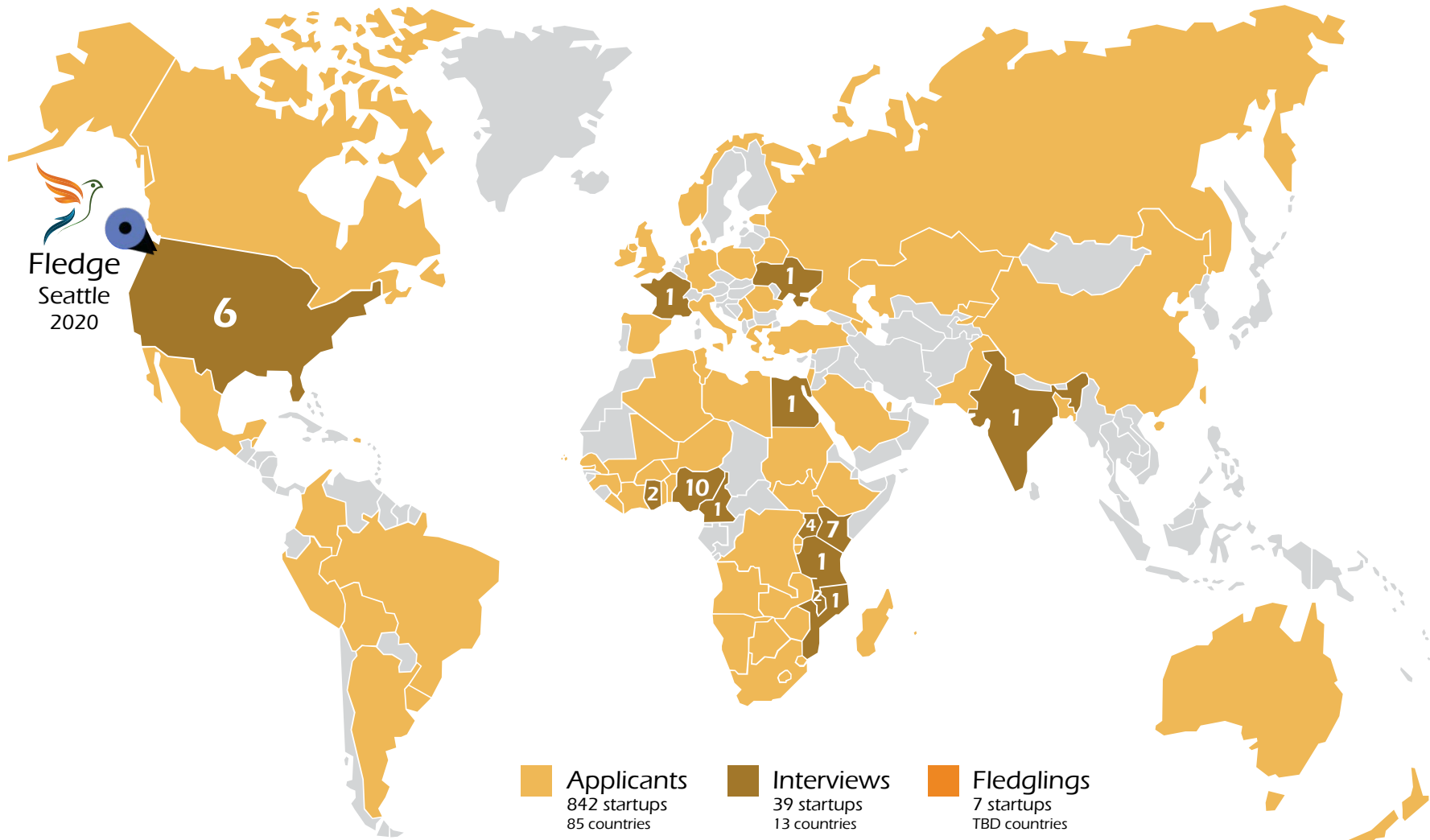
Training, Advice, Mentorship.

(avoid the same mistakes that thousands of others have made before)



600+ "Mentors"





Fledge
Seattle
2020

6

2

10

1

4

7

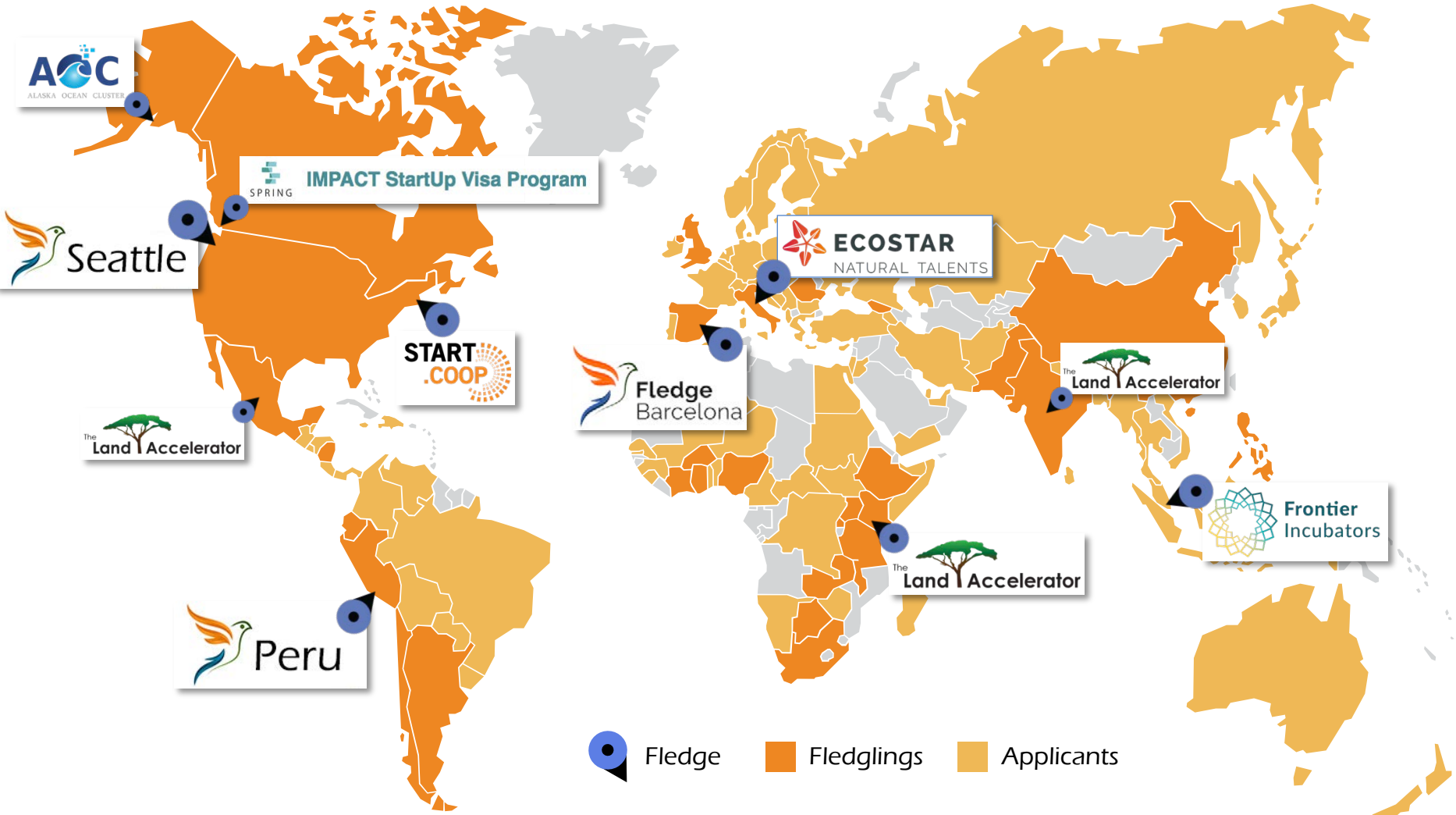
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QUESTIONS?

On the Realities of Startups

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What else are you doing?

It's a great time to **take a moment,**
learn a new skill, and **add a new tool** to
augment your existing toolbox

- Site visits are on hold
- New grants/investments are on hold
- New initiatives are on hold
- Home is the new Office

More Details

- **foundations.fledge.co**
- luni@fledge.co

The Foundation Accelerator

powered by  Fledge

“Luni” Libes

luni@fledge.co