

# Structured Funding Programs

## Equity Marketing™ Assessments

*For Executives, Board Members, & Private Investors of Emerging Growth Companies*



*Wisdom. Simply the shortest path to funding.*

*A Fast-track Tool-Enabled Funding Program  
Introducing the venture assessment process & disciplines.*

**Venture Assessments Will Help You:**

- Analyze and benchmark your company's current funding probability
- Spot the gaps in your path to funding
- Design a roadmap to funding

**Faculty Partners:**

**Morgan Stanley GRAYCARY.**



**NASDAQ**  
Issuer Insurance Agency

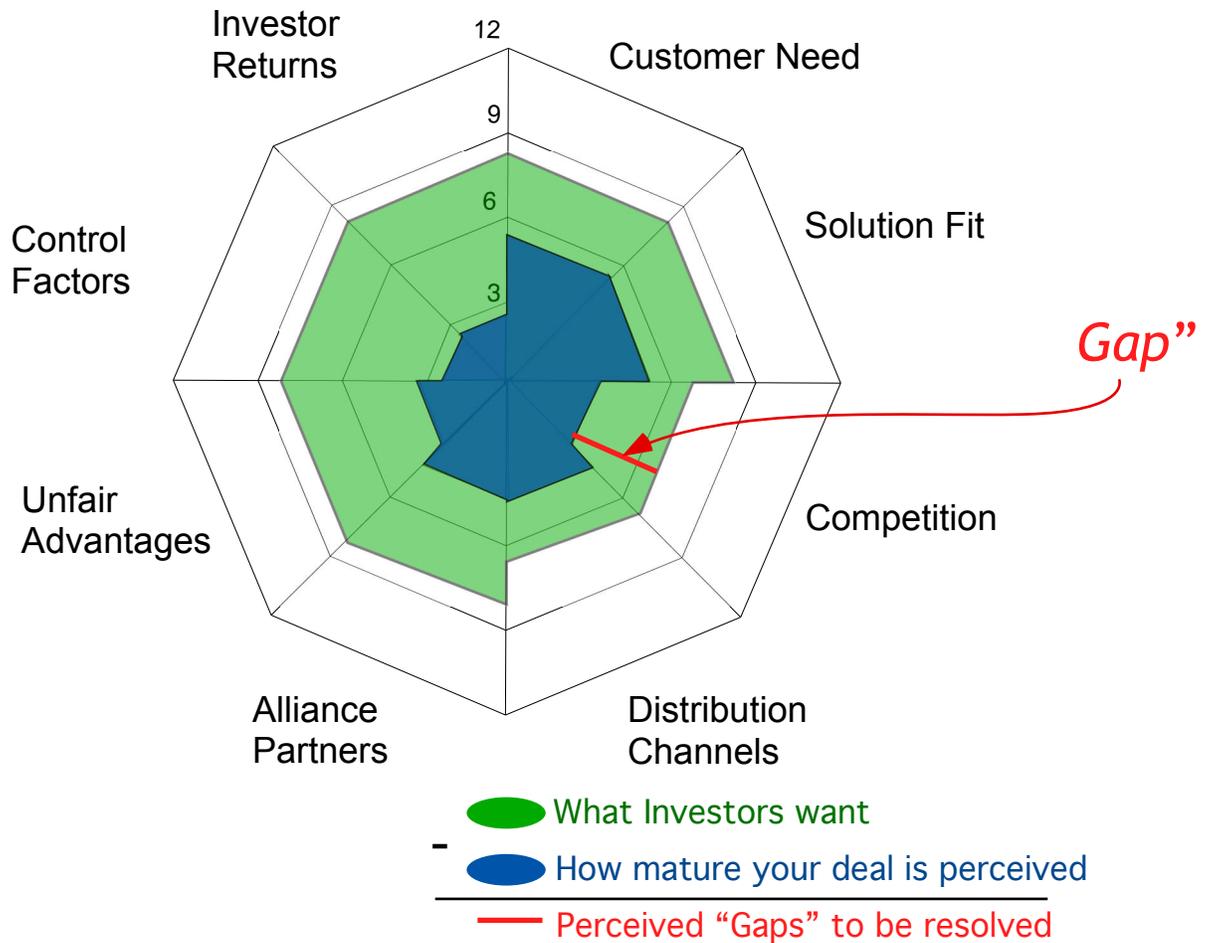


**ZURICH SCUDDER  
INVESTMENTS**

# Real Tools. Act Fast.

So that's what investors were thinking after we left their office."

## Venture Maturity Perception Map

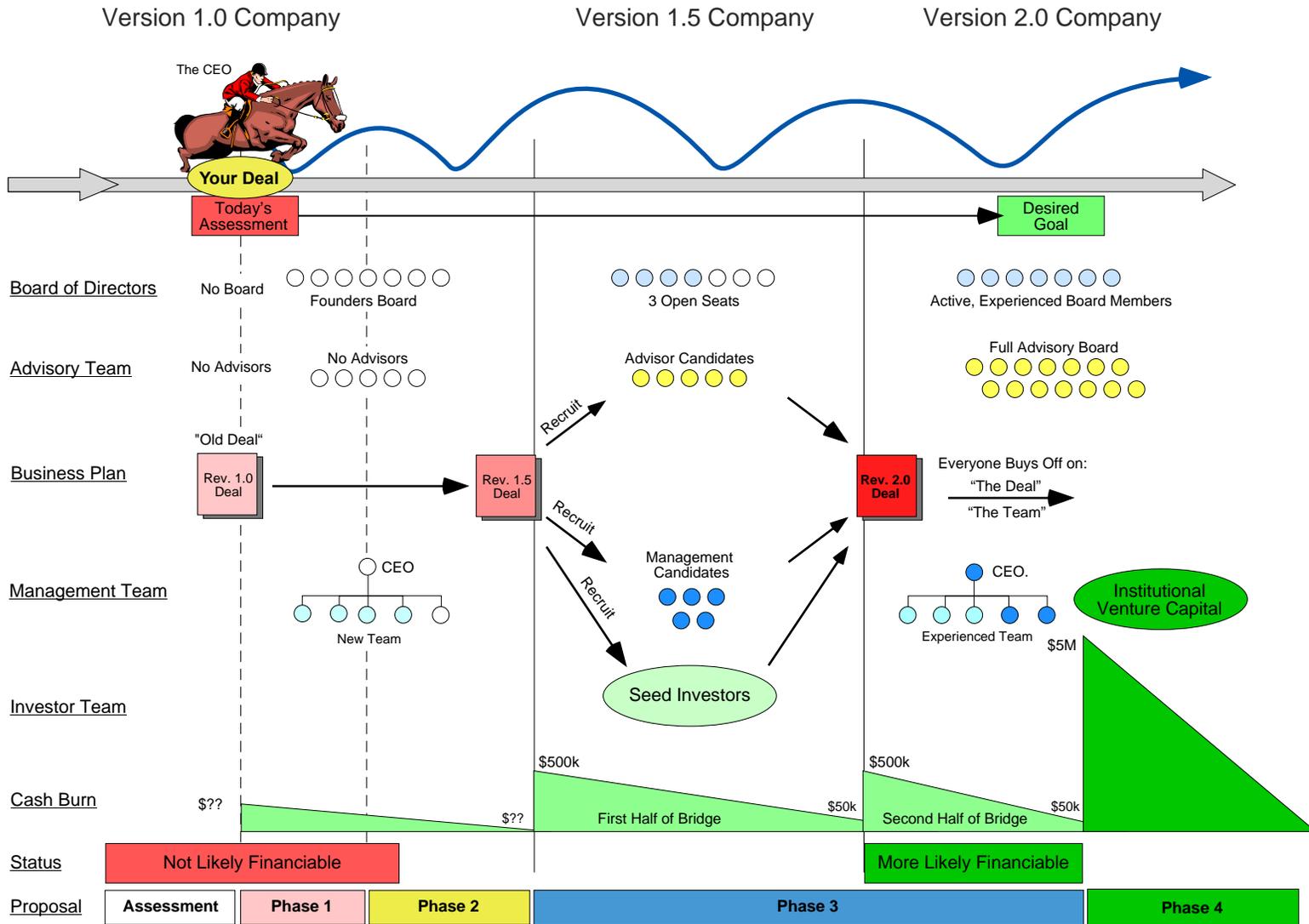


New Perspective on your deal's **Gaps** that keep you from raising the money.

Very Tactical - Real Tools. This information is beneficial for VC to reduce time to value deal. Invaluable for entrepreneurs to understand the sales & marketing necessary to clearly articulate the deal.  
Nancy Hawkins, CEO  
eFinder Inc. (Burlingame, CA)

# Design Your Funding Roadmap.

Hey, the fog just lifted. I can see the landmines from here."



See hurdles in the path clearly defined.  
Plot a strategy 3 steps ahead of everyone else.

"I have watched the VenLogic Equity Marketing program evolve and am impressed with its ability to meet the needs of VC firms and startup CEOs alike. I would recommend the venture community to leverage VenLogic's programs so that they can put their limited resources to their existing portfolio companies, while aspiring entrepreneurs can concentrate on building a business. Great job on condensing this difficult, elusive financial problem!"

Santhanam "Slim" Shekar, Former General Partner  
ViVentures and Bechtel Enterprises - Tech Ventures

# Build Strategic Relationships Now.

Hey, These guys are who the VCs use!"



Morgan Stanley

GRAYCARY.



Venture Analytics, Inc.



Value-Added Relationships



Experts & Investors Collaborate



Make Friends with Insiders

## Domain Experts Accelerate credibility.

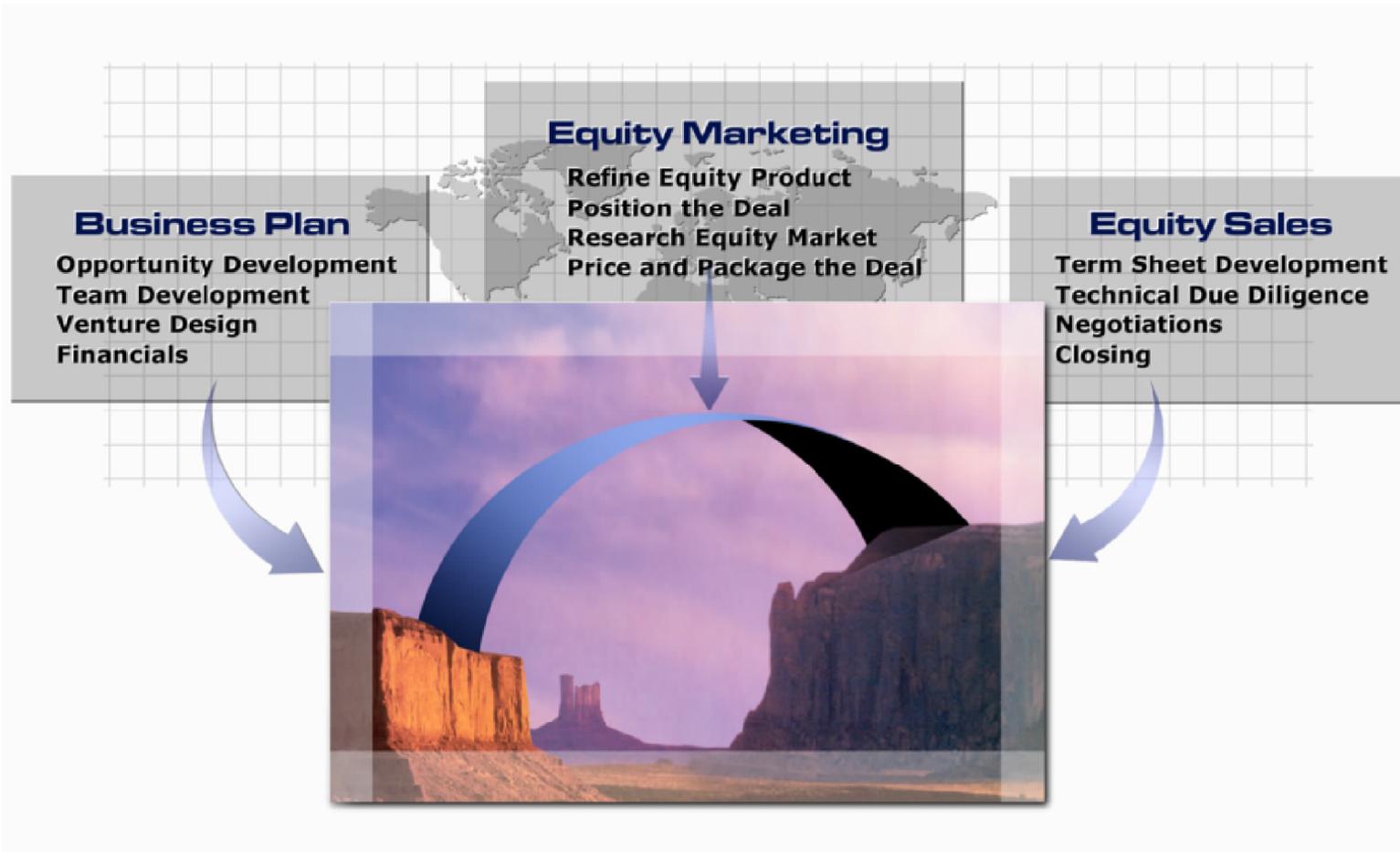
## Raise your valuation higher, faster.

**Save Time While Driving Business Objectives**  
This program conveniently allows me to save time while meeting an important and influential audience."  
*David Wright, VP  
NASDAQ Insurance*

"Your participation held great value for our team during the critical launch phase when we needed to develop a business plan and portfolio under a very tight deadline and budget constraints. You have definitely been recognized as proficient in financial engineering, especially given the sophistication of our business model and investment targets. Your many hours invested with our senior team in crafting strategy elements were key to our success in attracting Bechtel Enterprises."  
*John DeFeo, President & CEO  
Incepta Ventures L.L.C.*

# Solve Your Equity Marketing Problem.

Wow, the first product we're selling is really stock!"



Learn to **Communicate** in Investor **Language**.

**Sell** Investors the Equity Product they **need** to buy.

"This program for me was an Epiphany!"  
*Heather Koshinsky, Ph.D., CEO*  
*Investigen (Alameda, CA)*

"I very much appreciated the opportunity to attend your presentation regarding the services of VenLogic. **Your material and positioning is dead center right on!** Its a unique service for Entrepreneurs and CEOs that should be extremely useful and valuable to them. Most importantly though, I think it would significantly increase their chances of getting financing and help keep them from making all the usual mistakes in marketing their companies to the VC community. **I wish everyone that presented to AHVP seeking funding could go through your course,** as it would make their job and our job a lot easier and efficient."

*Kent L. Johnson, General Partner*  
*Alexander Hutton Venture Partners (\$95M fund)*

"An investment in my intellectual capital account will last a lifetime."

# Three Convenient Flavors.

## Level 1: Baseline Profile

- For: Everyone new to the program.
- Assessment Summary Report (6 Tools)
- Team Building Exercises - Fun & Entertaining!
- 2 Days Consultative Review
- Establish Your Baseline to Access the Right Experts & Investors
- Program Fee: \$3,500



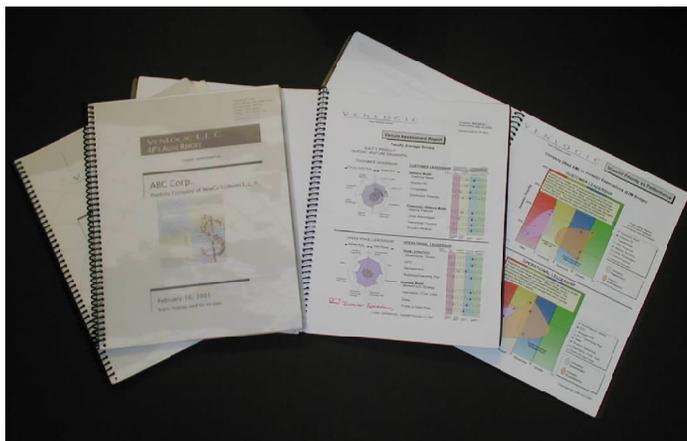
## Level 2: Solution Profile

- For: Companies who need to complete their business plan.
- Expert Panel Reviews Deal
- Team Building Exercises - Fun & Entertaining!
- Propose Solutions & Strategy
- Assessment & Action Plan Report (8 Tools)
- 3 Days Consultative Review
- Meet the Experts Who Will Introduce you to Your Investors
- Program Fee: \$5,000 - \$6,500



## Level 3: Investor Board Review

- For: Companies who need an equity marketing & sales plan.
- Investors & Experts Review Deal
- Team Building Exercises - Fun & Entertaining!
- Propose Strategy & Introductions
- Action Plan & Equity Marketing Report (12 Tools)
- 4 Days Consultative Review
- Be Sure You're Ready to Meet Your Investors
- Program Fee: \$7,500 - \$8,500



Programs held regularly.  
Call for an appointment, or visit [VenLogic.com](http://VenLogic.com)

"Best two-and-a-half days in my entire work history and I'm 58 years old!"  
- Peter Fentiman, CEO MidNet Inc.

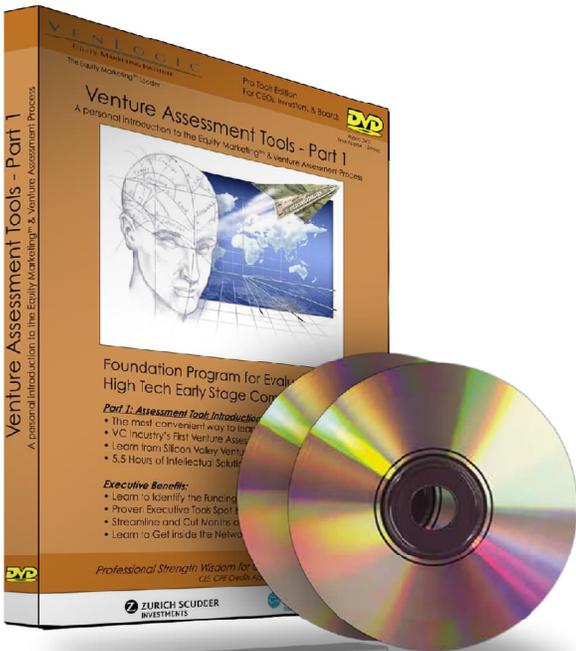
"This program saved us millions!"  
"The best educational program for startups."  
- Ruedi Aschwanden, CTO MidNet Inc.

We require that companies go through this program before we invest. Our investors benefit in knowing that the company has had to answer the most crucial questions in an impartial environment that is there to serve them."  
Harriet Diamond, President  
Diamond Funding Network (Palo Alto, CA)

Wisdom. Simply the shortest path to funding.

Private Convenience

# Venture Assessment Tools



Equity Marketing™ Assessment Tools - Part 1  
For Executives Seeking Venture Financing  
Introducing the venture assessment process & disciplines.  
Industry's most advanced tools-based assessment program.  
First time on DVD.

### Equity Marketing Assessments Will Help You:

- Analyze and benchmark your company's funding probability
- Spot the gaps in your path to funding
- Design a roadmap to funding

### Venture Assessment Tools - Part 1

- Most efficient way to prepare to propose venture funding
- Learn from Silicon Valley venture experts
- Get inside the network, with network players
- 5.5 Hours of proven intellectual solutions on 2 DVDs

### Executive Benefits:

- Learn to identify the "Funding Fast-Track"
- Gain an advantage in your venture's assessment process
- Streamline and cut months off your financing initiative
- Help to spot & fix **equity marketing** problems faster
- Have "Real Tools" you can use and apply today

Get 4 Powerful Tools  
Learn How to Use Them to  
Assess Your Deal

Discover Your Step in the Process

Back Cover

Order Online.  
[www.venlogic.com](http://www.venlogic.com)

# Registration

## What should executive attendees expect?

VenLogic programs are advanced venture education for executives. Executives are guided along a pathway by domain experts directly into the core issues of venture investors and identify an executive level roadmap to the money. Executives are expected to perform real work to raise their deal quality.

**Neutral Environment:** VenLogic offers both Private and Panel programs. Panel programs are offered a neutral, objective environment. VenLogic is responsible for the agenda, and arranging domain expert speakers as market needs dictate. VenLogic does not represent the interests of any one investor group, however it does offer a featured partner program where companies can meet in an environment hosted by a specific partner or investor.

Attendees will meet in an environment that offers a high degree of interaction between the parties. Expert mentoring is one of the greatest values derived from this program.

**Phones:** Cellular phones must be switched off. Content will move quickly and key issues can easily be missed. Please hold calls until the program concludes.

## Bring the following items:

- Personal Bio or Company Elevator Pitch

**Approach:** Semi-facilitated session that delivers to a set agenda and is modified based on audience needs. About 50% white board with dialog, 50% pre-developed content and slides. Companies that bring their business plan may gain the added benefit of private consulting offered in the remaining time.

## Register Online today:

[www.venlogic.com](http://www.venlogic.com)

Full payment must be received in advance. To ensure enough materials are available, there will be no walk-ins and no registrations processed at the door.

**Attire:** Business Casual

**Who Should Attend:** Executives seeking private equity. Also suitable for private investors and solution partners in this space.

**Fees:** Include refreshments, program handouts and meeting materials in a private first-class environment.

**Cancellations:** If received by e-mail 7 days in advance, will receive a refund less a 25% handling fee. We regret that refunds will not be available for cancellations or no-shows after that date, however attendees may reschedule for another event within 60 days.

**Program Changes:** VenLogic reserves the right to make changes in the program, venue and/or speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, VenLogic's liability is limited to the refund of the program fee only. VenLogic assumes no liability for non-refundable transportation costs, hotel accommodations or other costs incurred by registrants.

## Seasoned CEO Consultants Agree:

I can honestly say that it was a highly enlightening and valuable learning experience. In my ten years of consulting working with over 400 companies in all levels and stages, I believe the VenLogic process gets the client down the learning curve faster and with far less cost than any other program with which I have been associated. What is most unique is that the startup CEO develops a holistic understanding of what is required from the business as seen by the Venture Capitalist's. Given that the chances for getting venture capital increase exponentially, the value of the VenLogic program for the startup CEO is incalculable.

- Robert Kramer, CEO  
Visionary Strategic Consulting  
[www.visionstrategy.com](http://www.visionstrategy.com)



## It's about the relationships...

I'm thankful for all you've done to expand my circle. VenLogic has worked for me and I will do what I can to make VenLogic work for you. This program really works!"

- David O'Rourke, Vice President
- Zurich Scudder Investments



## Program Locations

### Seattle, WA

**Centris**  
Bank of America Building  
800 Fifth Avenue, Suite 4100

### Bellevue, WA

**Centris**  
Skyline Tower  
10900 N.E. 4th. St. Suite 2300

### Silicon Valley

**Quadrus Conference Center**  
2400 Sand Hill Road  
Menlo Park, CA 94025

Private locations include investor and law firm board rooms.

See [www.VenLogic.com](http://www.VenLogic.com) for map, directions, and hotel info.

## Contact

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[www.venlogic.com](http://www.venlogic.com)

VenLogic provides Structured Funding Tools and executive Programs that enable CEOs to more easily raise venture financing, thereby saving time, money and equity. VenLogic brings over 30 original venture assessment tools that integrate with expert-led investment readiness programs for early stage companies and corporate projects. This accelerates the time required to provide comprehensive, critical feedback to executives seeking venture financing. VenLogic's Structured Funding Program enables partners to develop a powerful new source of value-added offerings and revenues, positioning their brand of service high in the minds of the early-stage private equity market.

VenLogic also provides strategic equity marketing consulting services, a core component of the Structured Funding Program. VenLogic's careful tool design, methodical validation, and executive quality packaging identify key deal gaps that inhibit successful fund raising. Participants are then guided through a funding action plan which focus on solutions that raise capital faster while saving time, equity and net worth.

VenLogic has been a trusted advisor to private equity investors and CEOs in Silicon Valley, Seattle, San Francisco, Vancouver BC, and Melbourne, Australia since 1996. Since that time, VenLogic clients have directly raised millions in capital due in part to its services. Venture fund clients have invested over \$130M in capital in a diverse portfolio of companies.