

# Venture Assessment Programs. LIVE.

## Unique & Successful.

- John Garcia, Angel Strategies LLC

## "Real Tools."

- N. Hawkins, CEO

### Executive Workshops - Assess Early Stage Deals. Live.

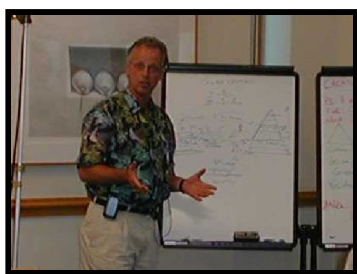
- For private investors, executives, and professionals.

### Venture Assessments Will Help You:

- Ask the right questions to assess faster, better.
- Apply the tools used by experienced venture professionals
- Analyze and benchmark your company's funding probability
- Spot the gaps in your path to funding
- Design a roadmap to funding

### Benefits

- Applied, accelerated learning sessions
- Learn more in a day, or spend months searching for answers.
- Powerful lasting results. Lifetime value. Satisfaction guaranteed.



*"Thank you for the fantastic workshop today at Seattle University. I have spoken with many financial "Gurus" in my business career. You are the first to put the complete funding process into clear, concise, and easily implemented language for the entrepreneur, as well as, the investor. Most potential funding sources only give the reason why they turned down the deal. You give, not only, the reasons behind the turn down, but the tools necessary for proper preparation so that the chances of a turn down are minimized."*

George J. Stouill, CEO  
B&O Custom Coffee Roasters, Inc.

## Equity Marketing™ Assessment Tools For Executives Seeking Venture Financing

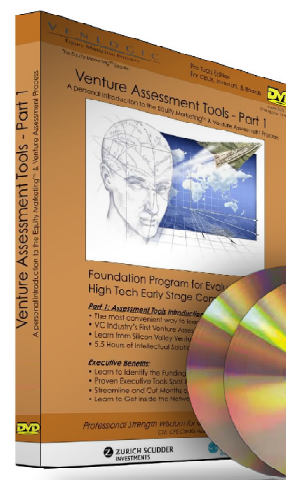
Introducing the venture assessment process & disciplines.  
Industry's most advanced tools-based assessment program on DVD.

### Venture Assessment Tools DVD - Part 1

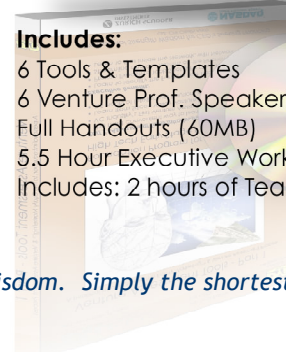
- Most efficient way to prepare to propose venture funding
- Learn from Silicon Valley venture experts
- Get inside the network, with network players
- 5.5 Hours of proven intellectual solutions on 2 DVD-Roms

### Executive Benefits:

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



**STANDARD EDITION**  
5.5 Hours  
2 DVD-ROMs



**Includes:**  
6 Tools & Templates  
6 Venture Prof. Speakers  
Full Handouts (60MB)  
5.5 Hour Executive Workshop  
Includes: 2 hours of Team Consulting

*Wisdom. Simply the shortest path to funding.*

### Program Registration Info

#### Venture Financing Roundtable

- Tuesday Evenings: 7 - 10 pm
- Sept. 9, 2003 - Puget Sound Venture Club
  - Sept. 23, 2003 - Voyager Capital
  - Oct. 7, 2003 - VenLogic Venture Maturity Index
  - Oct. 21, 2003 - Alexander Hutton Venture Ptnrs

VenLogic Faculty Arrive: 5:30 pm  
Doors open: 6:30 pm  
Fee discount in advance, \$60 at the door.  
Register early. Seating limited to 30.

#### "The Venture Assessment"

Full Day Discovery Workshop  
Friday: 8:30 am - 5 pm

- September 26, 2003
- On Demand

Fee: \$495\*\*

\* SU MBA Student discount info on-line.  
\*\* Fee with Standard Edition DVD: \$895  
Equivalent of 2 full workshops.

**Register Online:** <http://www.venlogic.com>

Contact: [register@venlogic.com](mailto:register@venlogic.com)  
(206) 726-9656

# Process Matters. Assess Better Deals.

Venture Assessment **Tools** Give you the Edge.

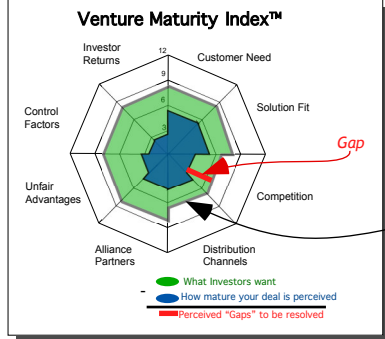
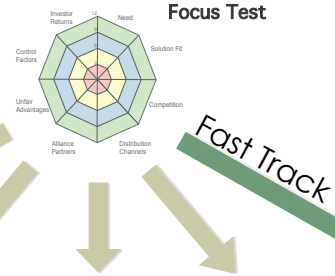
## Fantastic Workshop.

- G. Stouil, CEO

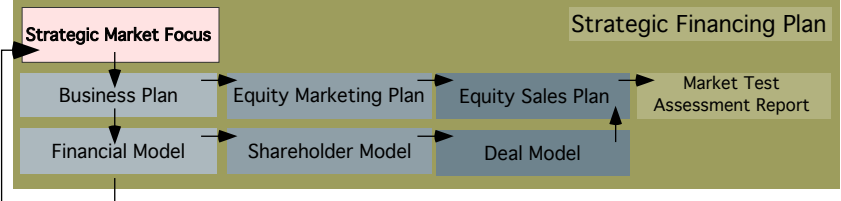
**Step 1: Discovery Programs**

- Venture Financing Roundtable
- The Venture Assessment Workshop
- DVD Tools

**Step 2: Venture Assessment Programs**



Assess a Real Company's Deal  
Get Real-Time Feedback



**50% Faster Time to Money**  
Better Quality, Smarter Money for Your Deal Type  
Faster CEO Decisions  
Less Risk of Failure

**Lower Cost to Market & Sell Equity**  
Lower Cost to Perform Due Diligence  
Advisory Board Recruiting  
Research Cost & Time Savings  
Pre-screened Professional Service Partners  
Less Business Diversion

**Better Valuation**

## A Class Act.

- Eli Zelkha, Palo Alto Ventures

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

**Program Partners**

**Channel ventures**

**Tech Ventures Network**

See VenLogic.com for complete Partner & Faculty Guide