
The JumpFund

WOMEN INVESTING IN WOMEN

Overview of JumpFund + Angel Investing

Office Hours Agenda

- Overview of The JumpFund
- Introduction to Angel Investing
- What Angels Look for Before They Invest
- What Happens Next
- Individual Company Meetings

What is The JumpFund?

The JumpFund is an all women-led, early stage angel fund investing in diverse teams with strong female leadership. Our mission is to invest women's capital in scalable, female-led companies located in the Southeast U.S. in order to generate a strong financial return and elevate the role of women in business.

Our Investment Criteria:

- Female leadership -- C suite, equity
- Located in the Southeast U.S.
- Led by a strong, diverse team
- Competitive advantage
- Established LLC or C-Corporations with a strong business model and exit strategy
- Ability to scale rapidly and achieve strong returns for investors

The JumpFund “Herstory”



Launched in 2013 with a \$2.5mm Angel Investment Fund.



Invested in 25 Southeastern women-led companies; selected from pipeline of 300+ companies. First exit was Atlanta-based  PARTPIC

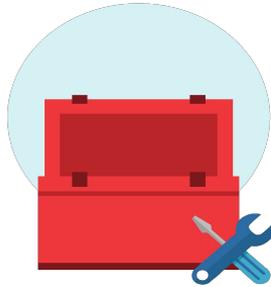


70+ female investors; 7 member, all female General Partner fund management.



Raised \$5.2mm for JumpFund II (vintage 2018)

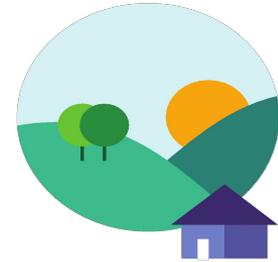
Why Women?



Companies with a female founder are performing 63% better than investments with all-male founding teams.¹



Large companies with women at the top perform significantly better producing 47% higher return on equity (ROE) and 55% higher earnings before interest and tax (EBIT).²



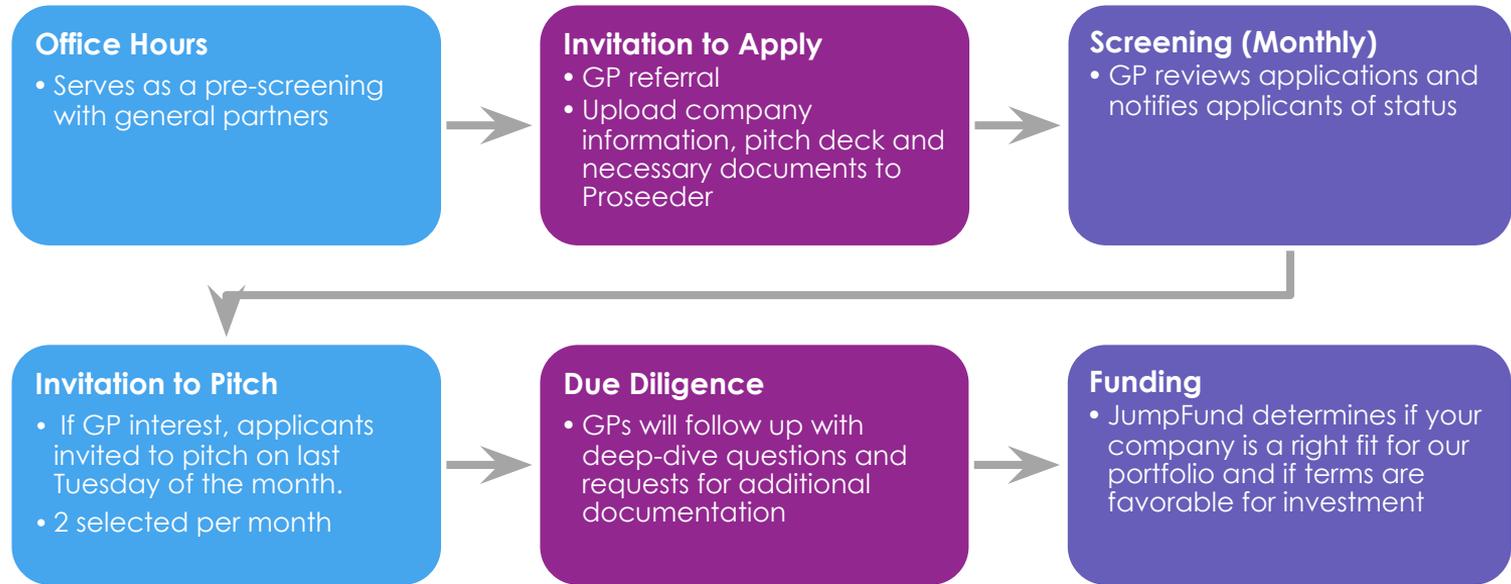
Over last 10 years, 125+ companies, with 200+ women co-founders / officers, have achieved IPOs / exits >\$50M in the U.S. high-tech sector alone.³

¹First Round 10 Year Project (2015)

²McKinsey & Company. (2013) Women Matter: Gender Diversity in Top Management: Moving Corporate Culture, Moving Boundaries

³Illuminate Ventures database; Thompson VentureXpert

The JumpFund Investment Process



Introduction to Angel Investing

Angels VS. Venture Capital Funds

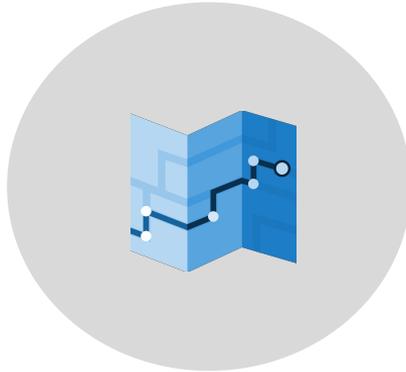
	ANGELS	VENTURE CAPITAL
AMOUNT INVESTED	<ul style="list-style-type: none">• Small amounts in more deals	<ul style="list-style-type: none">• Large amounts in fewer deals
COMPANY STAGES	<ul style="list-style-type: none">• Early-stage companies with minimum viable products	<ul style="list-style-type: none">• Later-stage companies with strong track record of performance and growth
LEVEL OF INVOLVEMENT	<ul style="list-style-type: none">• May offer value advice but hands-on or -off as agreed with entrepreneur; may have board seat	<ul style="list-style-type: none">• Typically involving more people in business to have a say in how it's run; usually have board seat
TIMESCALES	<ul style="list-style-type: none">• Time to complete deal typically shorter, less time for due diligence	<ul style="list-style-type: none">• Due diligence, research, and other aspects of evaluation take more time
MOTIVATIONS	<ul style="list-style-type: none">• Tend to be about type of business, typically within sector of expertise; focus on entrepreneur	<ul style="list-style-type: none">• Find best businesses to produce biggest returns for investors; portfolio/industry fit
DECISION MAKING	<ul style="list-style-type: none">• Invests own money or invests with network/group; tend to be more active investors	<ul style="list-style-type: none">• Invests on behalf of Limited Partners who have no say in investment process; decision-making by General Partner or investment committee

Types of Angels



SOLO ANGELS

Individual investors,
independent investment
decisions, conduct own due
diligence



NETWORKS

Group vetting of companies,
individual investment decisions,
often involve education/training



FUNDS

Committed capital over period
of years, pooled investments,
investment decisions made by
management team of fund

What Angels Look for Before They Invest

What Angels Care About Most In A Deal

01

The quality, passion, commitment, and integrity of the founders.

02

Scalability; The market opportunity being addressed is >\$500M.

03

A clearly thought out business plan, and any early evidence of obtaining traction toward the plan.

04

Compelling technology or intellectual property.

05

An appropriate valuation with reasonable terms and a clear exit strategy.

06

The viability of raising additional rounds of financing + opportunities that can be accelerated by angel investors, partners, and advisors.

Evaluating a Potential Investment

1. Market Analysis Opportunity | Trends | Regulatory
2. Competitive Benchmarking Pricing | Profits
3. Internal Analysis Team | Financials | Operations
4. Technology Assessment Capabilities | Product
5. Strategy Formulation Business Plan | GTM Strategy

What Components Make Up An Effective Investor Deck?

1. What problem are you solving?

2. What is your solution to the problem?

3. Who has this problem?

4. Who are your competitors & why are you better?

5. How are you going to attract customers & how much will it cost?

6. What are your sources of revenue and expense assumptions?

7. Who is on your team and why have you chosen them?

8. How much money do you need and why?

9. How do you intend to give investors a return on their investment?

10. Summary: Why should we invest?

Advice to First Time Entrepreneurs

Without a startup track record, funding can be a challenge.

- Communicate relevant experience
- Hire a compelling management team
- Surround yourself with experts (Board of Advisors)
- Conduct customer discovery
- Consider joining an accelerator or incubator program
- Always have your 30-second and 2-minute elevator pitch ready
- Know your audience before you do a formal pitch.
- Don't ask investors to take a leap of faith solely based on your passion – show us how you are going to be successful and why we should invest in your venture!

What Happens Next?

What Happens Next?

Use your time in the investor session to answer questions and obtain feedback on your idea.

1. [Review our Investment Criteria](#)
2. Follow up to see if our GP feels you are ready/fit to apply
3. Make sure your documents are ready to go (company formation, financials, deck, plan, exit strategy, etc)
4. Be prepared for Pitch and Due Diligence

The JumpFund

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www.thejumpfund.com



Resources

Key Terminology

STAGE

Stage of development a startup company is in; no explicit rule for what defines each stage of a company, but startups typically categorized as seed, early, mid, and late stage.

ROUND

Startups raise capital in individual rounds, depending on stage of the company; first round is usually Seed round followed by Series A, B, and C rounds.

VALUATION

Process by which a company's worth or value is determined; analysts look at capital structure, management team, and revenue or potential revenue, among other things

TERM SHEET

Non-binding agreement outlining major aspects of investment to be made in a company; sets groundwork for building out detailed legal documents.

Key Terminology

BOOT-STRAPPED

Company is funded by entrepreneur's personal resources or company's own revenue; evolved from phrase "pulling oneself up by one's bootstraps."

LEAD INVESTOR

VC or individual investor that organizes specific round of funding for company; lead investor usually invests the most capital in that round; also known as "leading the round."

DUE DILIGENCE

Analysis investor makes of all facts and figures of potential investment; can include investigation of financial records and measure of potential ROI.

EXIT

How startup founders get rich; the method which investor or entrepreneur intends to "exit" investment in a company (IPO or buyout).

Regional & National Resources



ANGEL CAPITAL ASSOCIATION



*Please see our website for a list of other female-focused funds.

Incubators & Accelerators

launchpad2X

