

Southern Tier NY Angel Fund I, LLC

To be completed by **company**.
For use exclusively by AIA members.

Confidential Company Summary
Please complete and return to
clarkcr@alfredstate.edu

Company		CEO		Submission Date	
Insert Company Name, Address, Phone, URL, Logo CEO Contact Info:		Brief Business Description:			
Proforma Projections (Thousands of \$) (see page 3 for details)					
Year	2019	2020	2021	2022	2023
Gross Revenues	\$	\$	\$	\$	\$
Pretax Profit	\$	\$	\$	\$	\$
Cash Flow	\$	\$	\$	\$	\$
Capital Needed	\$	\$	\$	\$	\$
Entrepreneur & Management Team	(Brief Description):				
Product	(Description w/ Development Status):				
Business Model	(Path to Profitability):				
Markets	(Addressable Share):				
Sales & Marketing	(Stimulate & Fulfill Demand):				

Competition	(Strengths & Weaknesses):
Competitive Advantage	(How to Exploit):
Legal & Regulatory	(Supporting Factors, Challenges):
Intellectual Property	(IP Status, Evaluation):
Valuation & Terms	(Proposed Financial & Control Deal Elements or use To Be Determined if not ready to propose):
Potential For Investors	(Expected Involvement, Benefit):
Proposed Source and Use of Funding	(Include Other Funders That Are Participating in This Offering):
Exit Strategy	(Liquidity Event, Timing and ROI Expectations):
Other Investors	(Prior & Current):
Risks	(Barriers to Growth:

Add Other Comments or Details You Feel Are Important:	
Document References (Provide as Attachments):	
<ul style="list-style-type: none"> • Current Executive Summary • Most recent annual and quarterly financial reports (Income Statement, Balance Sheet, Statement of Cash Flows) • Detailed proforma financial projections and assumption used to provide summary on page 1 • Current presentation / pitch deck • Articles of incorporation or LLC membership agreement. • Any additional information you would like to provide that may be help investors understand your business 	

Process:

1. **Preliminary Review:**
Members review company summary and related info. Members decide to decline or invite company to present at full member meeting. Member meetings are monthly except for December, July, and August.
2. **Presentation at member meeting:**
Members decide to decline or move company to due diligence phase.
3. **Due Diligence:**
Members review detailed information about the company. Negotiate a term sheet. Members provide a due diligence report to the full membership. After review and discussion of the due diligence members vote to decline or authorize an investment.
4. **Closing Investment:**
The fund's service provider works with the company and members to finalize all investment agreements. Once finalized documents are signed and money is transferred to the company
5. **Ongoing reporting.**
Company is required to make periodic written and verbal reports per investment agreements

Guidelines for completing form:

1. **Company:** *Full name as recorded in Secretary of State business registration.*
2. **CEO:** *Name of entrepreneur/founder and company chief executive. If more than one founder, or if founder is not CEO, list key person most responsible for executing the company's business model.*
3. **Submission Date:** *Month, day, year in 00/00/00 format.*
4. **Business Description:** *Brief description of the company to include legal structure, year founded, industry, product or service, annual sales (if any), and foundational technology (if any).*
5. **Proforma Projections:** *From company business plan, list 3 (minimum) to 5 (maximum) years' proforma financial projections starting with current year taken from more detailed proforma provided as attachment.*
6. **Entrepreneur & Management Team:** *Brief description to include key positions filled, relevant prior experience (esp. entrepreneurial business experience), academic or other relevant credentials summarized.*

7. **Product:** *Description of product(s) or services offered and development status (concept only, laboratory-scale demonstration, commercial prototype, minimum viable product, etc.).*
8. **Business Model:** *From business plan, explain how company plans to monetize technology or competitive advantage to include financial margins, estimated time to profitability, capital requirements.*
9. **Markets:** *Market analysis to include marketing model of segmentation, targeting, and positioning (STP).*
10. **Sales & Marketing:** *Summarize marketing mix or 4-P's (product, price, place, promotion); also, sales plan for fulfilling demand, including compensation and incentivization.*
11. **Competition:** *Summarize SWOT (strengths, weaknesses, opportunities, and threats), Porter's Five Force, or other competitive analysis model used by company.*
12. **Competitive Advantage:** *(Related to Competition, above). How company intends to exploit identified strengths and opportunities while defending against weaknesses and threats.*
13. **Legal & Regulatory:** *List supporting factors and challenges, including costs and delays anticipated as part of regulatory compliance; also, whether regulatory environment creates a positive "forcing function" that will drive customers to the business or an economic "moat" for company.*
14. **Intellectual Property:** *Status of key IP (patents or trade secrets). Technology transfer and/or licensing agreements in place or under negotiation and key terms, including assignment and/or outside claims on IP. Disclosure of existing or potential IP litigation.*
15. **Valuation & Terms:** *Summarize term sheet financial and control terms, including enterprise value and method for calculation, per-unit or per-share price (if applicable), running royalty rate and royalty base (if applicable), amount of loan (if applicable), governance provisions. State amount of capital asked for by company, total amount raised to date, and total amount of investment offering.*
16. **Potential for Investors:** *What company desires from investors besides capital, for example: investor oversight and/or direct participation in the company. Social or philanthropic benefits to be delivered (if any). Economic benefits in the context of local or regional development objectives.*
17. **Proposed Source and Use of Funds:** *Include all sources, such as bank financing, leasing, SBA loans, economic development funding, and angel investor/equity funding needed to get firm to its next development or business milestone, or to position for next capital financing round. Indicate general terms of source of funds. For example: "senior non-secured note, 5-year term, 5% annually compounding interest." Describe use of desired funds by expense category.*
18. **Exit Strategy:** *Company plan to return capital to investors. Expected cash-on-cash ROI within X timeframe. Exit multiple based on what criteria?*
19. **Other Investors:** *Previous investors from company capitalization table. True cash investments made, or in-kind contributions for equity? Prior or current non-dilutive or philanthropic contributions, if applicable. Current investment round co-investors or syndicate partners and terms for investment, particularly if different from offer to AIA.*
20. **Risks:** *List, as applicable: Barriers to growth. Such as incomplete management team, capital to fill orders, proof of market acceptance and sale, regulatory barriers, IP barriers supply chain barriers etc....*
21. **Other Comments:** *Add any comments you feel are important to understanding your opportunity.*
22. **Document References:** *Attach to form relevant documents listed and others may be helpful to understand your business.*

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