



Venture Backed™

Welcome To The Next **Evolution!**

For the majority of **Venture Capital Investors**, sourcing quality deal flow consistently is a difficult task. For **Founders**, gaining the visibility in the VC ecosystem to secure funding for their companies is difficult, even if they have a great company with excellent traction. For **Service Providers**, it's difficult to assess the capital position of an early-stage company and, often, engagements go unpaid because the company runs out of capital. **94%** of Venture Backed Companies will eventually go on to fail which makes investing in early-stage companies one of the riskiest asset classes. Initial due diligence and ongoing visibility is vital when investing in risky asset classes. The current processes in VC have been outpaced by the speed of development in the early-stage company environment. It is time for modernization, it is time for evolution, it is time for **Venture Backed!**

Our Mission

Our mission is grounded in **solutions**-oriented, **data driven** problem solving!



Quality Connections & Engagements

Digital engagement & social networking platform designed for the Venture Capital ecosystem.



Consistent, Data-Matched Deal Flow

Customized deal flow builder to match investors preferred company types, investing thesis and more...



Validated, Data-Backed Decision Making

Ensures that all critical data necessary to quickly assess the quantitative quality of a company is available and validated.



Factual, honest
assessments of problems
is the genesis of stable,
lasting, real solutions!

THE PROBLEMS



Lack of Unified Digital Community



No platform caters specifically to the VC Ecosystem. No platform contains all the tools and resources necessary to become the industry's single source of truth...

Outdated Deal Sourcing Methodologies



The majority of VC Investors rely heavily on their own contacts, networks and relationships to source companies. This leaves a vast, untapped market of founders who are overlooked, underfunded and face failure; not because they don't have a great company, but because investors can't see them!

Founder Visibility Gaps



Often, unless a founder is a part of an Accelerator/Incubator or has secured VC/Angel investments, they don't get the opportunity to participate in events that foster visibility like "Demo Days".

Ineffective Due Diligence Processes



Sourcing reliable, initial, due-diligence information and then monitoring investments is difficult and expensive, leading to oversights that increase risk and losses.

What Is Clear

Inefficiency leads to **Failure!**

Those who can accurately
identify problems and
develop solutions to those
problems win!

THE SOLUTIONS

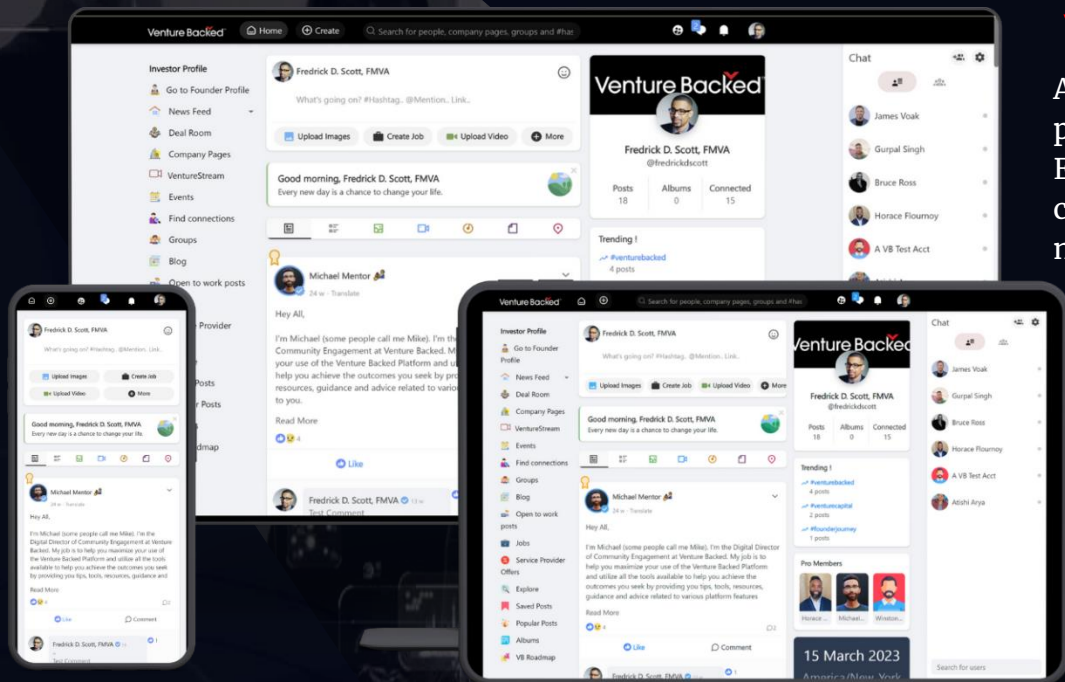


Solution One

“Lack of Unified Digital Community”

Creating greater **access** and **visibility** for founders!

A Social Networking and Community Engagement platform designed exclusively for the Venture Capital Ecosystem that fosters real engagement, genuine connection and provides the tools and resources necessary to become the industries single source of truth!



Highlights

- Modern, yet familiar, fully responsive UI/UX
- Uniquely Focused
- All inclusive, platform native tools and resources.
- Well defined, frictionless accretive value proposition

Solution Two

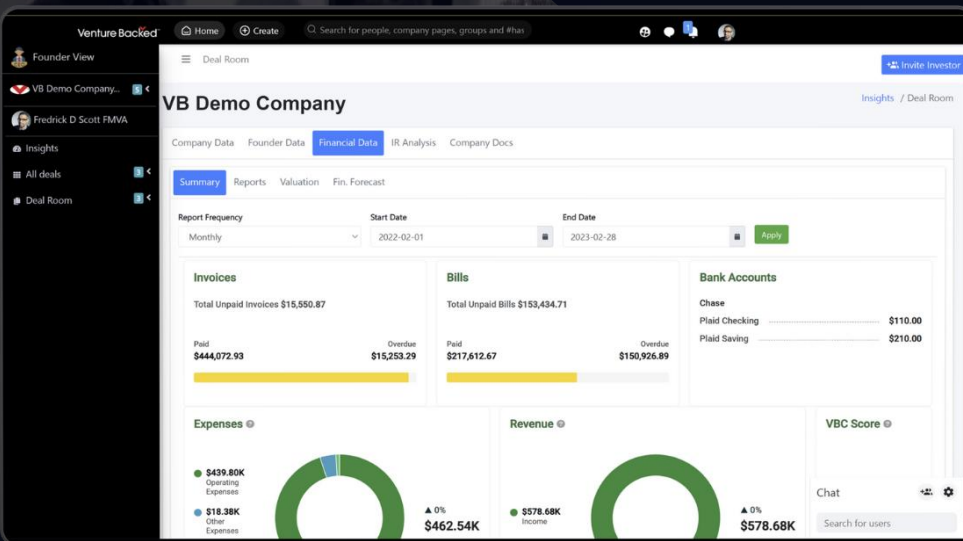
“Ineffective Due-Diligence Processes”

VBC Validated Deal Rooms

We have developed proprietary deal room software and processes that validate the critical aspects of a company immediately and on-going. Investors and service providers can now gain an unparalleled look at the key quantitative data needed to make decisions and catch areas of deficiency before meeting a company and monitor anytime during the relationship lifecycle.

Highlights

- Verification & Validation:
 - Company formation
 - EIN and DUNS
 - Founder association
 - Founder KYC/AML
 - Minority Classification
 - Corporate liens & bankruptcies
- 5yr Industry Risk Assessment
- Ongoing Monitoring and display of Financial Data to include (small sampling):
- Financial Metrics:
 - Burn Rate
 - Run Rate
 - Probability of Default
 - Distance to Default
 - 3yr Forward looking financial projections
 - Enterprise Value
 - Fraud risk metrics
- Access to key company documents
- Financial Statements
- Account Reconciliation
- Bank Account Balance



Solution Three

“Outdated Deal Sourcing Methodologies”

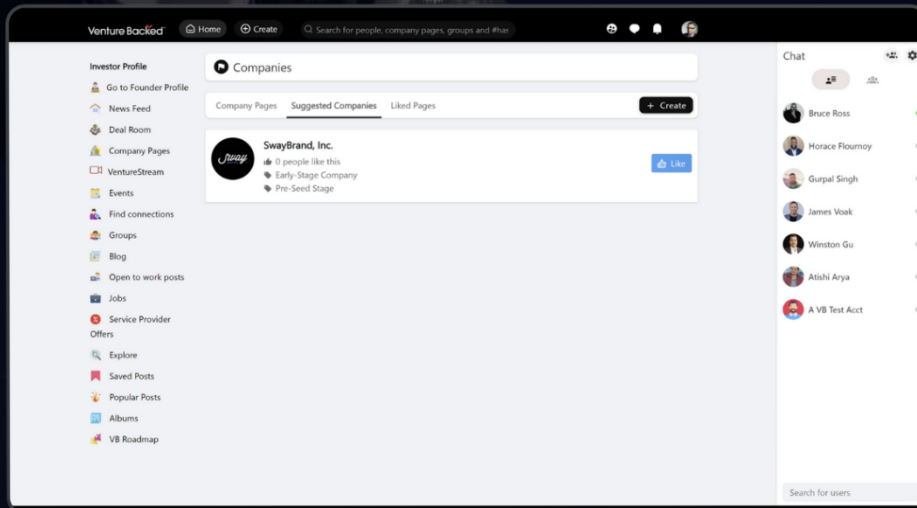
Quality deal flow backed by Data Science.

Our platform ensures that Investors will only see deals that fit their investment thesis based on the deal flow criteria that investors place into their company pages (some public, some private).

We match founders to investors.

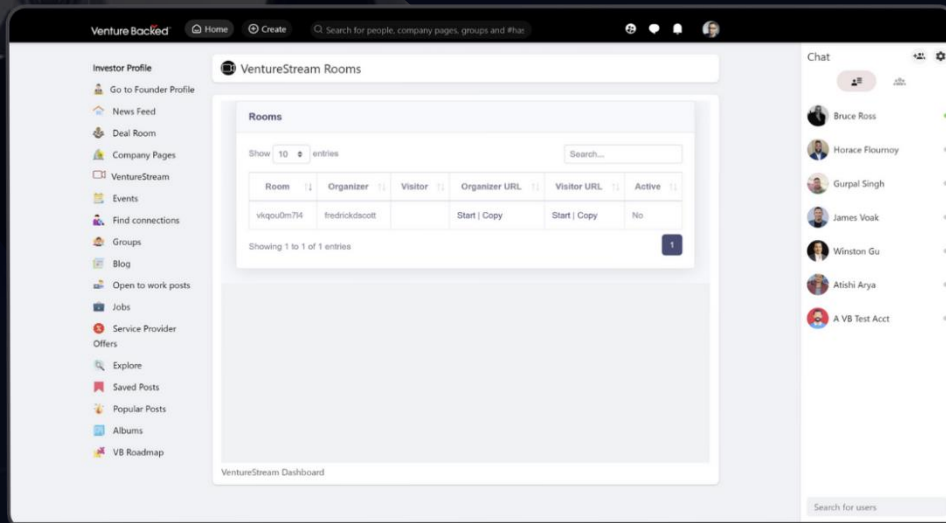
Through suggestions, we show investors companies that fit their thesis and we show founders Investor Company pages that fit their company type and company data metrics.

Founders can only submit pitch decks to investors whose investment thesis’s match and only if they share deal room access with the investor at submission. Gone are the days of reviewing decks that don’t fit the thesis, gone are the days of meeting with companies who (in the end) are not a fit because they’ve embellished their position. Now, Investors get all the facts upfront and only on companies that match their thesis based on their deal flow criteria inputs!



Solution Four

“Founder Visibility Gaps”



Giving founders greater **autonomy in visibility.**

Our in-platform livestream/live chat capabilities coupled with the ability for Founders to host in-platform events allows founders to create visibility in the Venture Capital ecosystem and increase their companies brand awareness.

Highlights

- Livestream events with live chat capabilities
- Promote events on the platform
- Advertise events using our native ad engine
- 1:1 logic-based speed networking

Giving founders the tools necessary for them to create visibility for their companies within the Venture Capital ecosystem, gives VC investors more opportunities to create stronger, more consistent returns.

THANK YOU FOR YOUR TIME

If you and/or your team are interested in a platform demo, feel free to reach out to us at info@venturebacked.co or to our founder at fscott@venturebacked.co.

Note What's shared in this deck is an extremely high-level overview of the platform. To outline all features, functionality and how we leverage the interconnectivity of those to create ongoing accretive value proposition for our users would have taken so long that by the time you were done reading, I'd be throwing bedpans at nurses and looking forward to bingo night! (That last sentence has marketing looking for bedpans to throw at me LOL).





APPENDIX

What... You're still here?! Ok... you got us, there's more...





Traction Point #1

We have established a partnership with Accenture and as a result, an MTPUA (Master Technology Purchase and Use Agreement). As a part of our MTPUA, Accenture has agreed to a Co-Marketing relationship with us. In addition, Accenture has agreed to purchase 5,000 seats for founders to our platform; Average seat price is \$65.00 per month, per seat in year 1 and \$60.00 per month, per seat in year 2. This is a contract value of \$7,500,000.00 over the 2 year period.

Traction Point #2

We are both a Microsoft Partner and Microsoft Black Partner Growth Initiatives Partner. In addition, we are also a member of the Microsoft for Startups Founders Hub. As a result of these, we have received a ton of free benefits from Microsoft among which is \$150,000.00 in Azure Credits. We have also been granted the ability to leverage Microsoft's global sales team to promote and sell our product via a Co-Sell relationship and Microsoft's Global Marketing team to market our product within their ecosystem of partners and founders via a Co-Marketing relationship.



Microsoft

The Architects

Strategically driving **long term** shareholder **value** day to day!



Fredrick D. Scott, FMVA
Founder & CEO

Yolanda Lindsay, CDMP
Chief Marketing Officer



Patrick Petit
Chief Product Officer

Gurpal Singh
Lead Software Developer



The Advisors

Our **success** is defined by the people who **support** our vision!



Kathryn P. Ross

Partner & Global Head of Innovation
Accenture



Damon House

Sr. Business Program Manager -
Public Sector Consulting at
Microsoft



Dean Jones

Program Ambassador
Microsoft for Startups



Jesse Rhodes

Diversity Program Leader
Amazon Web Services (AWS)



Pedro Moore

Venture Advisor
Daymond John of Shark Tank



Maranda Walker

Co-Founder
Joes Gourmet Fish Fry



Ahmad Al-Hidiq

Founder & Managing Partner
LabEight* Capital