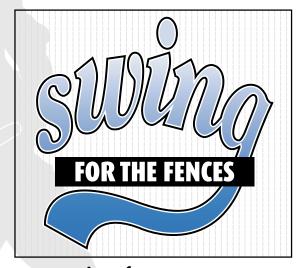
#### COIN SEMINAR SERIES THE

On September 18th 2001— two exciting seminar events at The Inn of the Seventh Mountain in Bend, Oregon:

## INVESTMENT DOUBLE HEADER



A Seminar for Angel investors seeking better batting averages



A Seminar for Entrepreneurs who want in the big game

These two separate events will run simultaneously, yet allow the two groups to mingle and get to know each other over a continental breakfast and a luncheon

### SPONSORED BY



























### A WORKING SESSION FOR SAVVY ANGEL INVESTORS

### **Learn the Easy Way**

Seed Investing as a Team Sport will expand your understanding of business investing, help you locate a team of like-minded investors in your region, and provide you new tools to help optimize your investment dollars.

This energetic, one-day field seminar is presented by the nation's leading seed

investors and specialists, seasoned professionals who know what it takes to succeed in this challenging endeavor.

### **Curriculum**

- · Angel Networks; their impact and potential
- Seed Investing; the complete process
- <u>Due Diligence</u>; effective, proven methods
- Appetite; finding what's right for you
- <u>Valuing</u> the Enterprise & Pricing the Deal; essential techniques
- Term Sheets; structuring the deal for success
- <u>Negotiating the Deal</u>; the do's and don'ts, and the win-win strategies
- Closing, Mentoring and Cashing Out; coaching the team to success



### **Seminar Sessions**

Participants master the essentials and finer points of the curriculum through interactive workshops, role-playing exercises, videotaped presentations, a practical case study, and on-site coaching from a team of local experts. This is an excellent opportunity to collaborate and develop you own local network.

Come early for the continental breakfast and stay late for the reception to make the most of this fast paced and rewarding day.

### **Participants Gain**

- Know-how; learn the basics of pricing and structuring seed investments
- <u>Networking opportunities</u>; meet and collaborate with other investors in your region, and with local professionals and advisors who can help you succeed
- <u>Team skills</u>; experience the use of team based approaches for making and managing investments
- <u>Valuable References</u>; receive a manual of essential due diligence questions, an annotated bibliography of the very best resources on seed investing, and a collection of outstanding articles on business planning and Angel investing.

### TRAINING CONDUCTED BY THE NATIONAL ASSOCIATION OF SEED AND VENTURE FUNDS

7:30 Registration NOON Lunch
8:00 Coffee & Breakfast 1:00 Valuation
8:50 Angel Investing Intro 1:30 Art of Pricing
9:20 The Process 2:00 Deal Structure
10:10 Due Dilligence 2:45 Negotiating
11:15 Investment Appetite 5:00 Windup

TUESDAY
SEPTEMBER 18, 2001
8AM TO 5PM

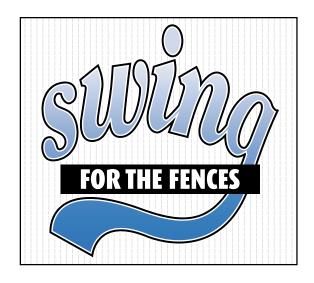
THE INN OF THE SEVENTH MOUNTAIN IN BEND



# SEED INVESTING DE-MYSTIFIED FOR SMART ENTREPRENEURS

### **Who Should Attend**

- Entrepreneurs wanting to get an "inside look" at how seed investors think and operate
- Entrepreneurs planning to raise capital for their young company
- Advisors to start-up and growth stage companies
- Business and economic development professionals



### **Seminar Sessions**

This energetic, demanding, one-day field seminar, designed by the nation's leading seed investors, specialists and seasoned professionals, provides a candid view of how true seed investors think, how they choose their investments and work with the best entrepreneurs.

### **Curriculum**

- Crossing the Chasm; idea to IPO and back again
- Seed Investing; the complete process
- <u>Due Diligence</u>; how smart investors analyze founders and their young companies
- <u>Valuing the Enterprise</u>; how professional investors estimate a young company's market value
- <u>Pricing the Deal</u>; how to find the right percentage of the company to offer to investors
- <u>The Term Sheet</u>; what investors expect in board seats, liquidity, registration rights, non-compete agreements, and more
- <u>Negotiating the Deal</u>; the do's and don'ts, and the win-win strategies
- <u>Closing, Mentoring and Cashing Out</u>; how investors and entrepreneurs work as a team to win

### **Participants Gain**

- Know-how; learn the basics of pricing and structuring seed investments
- <u>Networking opportunities</u>; meet and collaborate with other entrepreneurs in your region, and with selected local professionals, advisors and seasoned investors who can help you succeed.
- <u>Team skills</u>; experience the use of team based approaches for making and managing investments, and engaging and working with seed investors to help accomplish your goals.
- <u>Valuable References</u>; receive a manual of essential due diligence questions, an annotated bibliography of the very best resources on seed investing, and a collection of outstanding articles on business planning and entrepreneurship.

### TRAINING CONDUCTED BY THE NATIONAL ASSOCIATION OF SEED AND VENTURE FUNDS

**DIRECTIONS.** From the Bend Parkway, take exit 138 to Colorado Ave, and drive toward Mount Bachelor. Follow Colorado through two traffic circles to Century Drive. Inn of the Seventh Mountain is approximately 5 miles further. The Inn's entrance is on the left, just past Widgi Creek Golf Course at **18575 SW Century Drive**. After turning left to enter the Inn, take the first right to the registration desk/lobby at the top of the hill. **LOST? Call 800-452-6810** 

7:30	Registration	NOON	Lunch
8:00	Coffee & Breakfast	1:00	Valuation
8:50	Idea to IPO	1:30	Pricing Formulae
9:20	Seed Investing	2:00	Term Sheets
10:10	Due Dilligence	2:45	Negotiating
11:15	Defining Good Deals	5:00	Windup

### **REGISTRATION FORM • COIN INVESTMENT SEMINAR SERIES DOUBLE HEADER 3 WAYS TO MAIL:** THE OiC • P.O. BOX 8759 • BEND, OR 97708 FAX: 541-312-5787 (Fax this form) **REGISTER NOW** PHONE: 541-317-0049 (OiC Events Registration Desk) AND SAVE! NAME COMPANY **ADDRESS** until Sept. 10 CITY, STATE, ZIP PHONE **CREDIT CARD** (VISA / MASTERCARD) **EXPIRATION DATE** at the door **CHOOSE ONE ENTREPRENEUR'S EVENT INVESTOR'S EVENT EVENT PLEASE:** SEED INVESTING AS A TEAM SPORT SWING FOR THE FENCES



**The OiC** P.O. Box 8759 Bend, OR 97708

### A Seminar for Angel investors seeking better batting averages





A Seminar for Entrepreneurs who want in the big game

