



EDC INVEST PROGRAM

PROGRAM DESCRIPTION

The EDC Invest Program creates a pathway for connecting early stage firms to second round venture capital investment. The program consists of three stages:

- Identification, assessment and technical assistance to early stage firms, assisting in their preparation for pitching to equity investors. This activity is led by EDC's Small Business Development Center and Matter Labs.
- Firms that are determined to be potentially ready for second stage financing present their business plans and capital requests to a panel of six to ten local industry leaders. Each panel is customized to assure industry and topical expertise. Panel members complete a rigorous evaluation of the presentation and business plan.
- The panelist's evaluations are shared in confidence with a group of over 200 capital groups, organized through a partnership with OCTANe LaunchPad™, a stakeholder partner in the California Small Business Development Center network. The ultimate goal of the program is for businesses to secure new capital investment through this network.

Through expert technical assistance and panel guidance, EDC Invest provides meaningful, analytical, and actionable feedback to our region's entrepreneurs. The program supports their ability to prioritize and focus resources on areas that are most critical to success and prepare them for venture capital partnership.

PREPARING BUSINESSES FOR SUCCESS

Prior to presenting to an EDC Invest panel, all participating firms are provided in-depth assessments to determine their readiness and to help them prepare for presenting to potential equity investors. Once determined ready, the panel process consists of the entrepreneur's formal presentation and a rigorous question and answer segment.

The panelists score the presentations and the underlying business plans according to criteria that are important to any investor looking into the company for the first time.

EDC Invest panel evaluation forms are analyzed, comparing the companies to a database of hundreds of companies, resulting in detailed feedback reports intended to help the entrepreneurs and firms sharpen their business plans and pitches.

Evaluation criteria focus on the following:

- Market Opportunity
- Business Plan
- Management Team
- Technical Solution
- Investment Opportunity

PARTNERING ORGANIZATIONS

- EDC Small Business Development Center
- Matter Labs
- OCTANe LaunchPad™

PARTICIPATION QUALIFICATION

- Working prototype
- Standard minimum request is \$1 million
- Has raised first round capital
- Completed pitch deck

INDUSTRY CONCENTRATIONS

EDC Invest prioritizes companies in the following sectors:

- Life Science Technologies, Medical devices and Biomedical
- Information and Communications Technology (hardware, software, networking, big data analytics, sensor and the internet of things)
- Sports and Active Lifestyle Technology
- Clean Technologies (technology focused on reducing negative environmental impacts and innovating solutions)
- Agriculture
- Manufacturing
- Biotechnology
- Aerospace

PROGRAM COST

There is no cost to participating businesses. Business advising and technical assistance is funded through EDC and the U.S. Small Business Administration, Small Business Development Center program.

PROGRAM ENROLLMENT

Any entrepreneur or company interested in learning more about the EDC Invest Program or scheduling an initial counseling session, please contact Alondra Gaytan at alondra.gaytan@edcsbdc.org or 805.409.9159.

EDC INVEST is a program offered by the Economic Development Collaborative in partnership with the Small Business Development Center and Matterlabs and funded in part through a cooperative agreement with the U.S. Small Business Administration.

Economic Development Collaborative
4001 Mission Oaks Blvd, Suite A-1
Camarillo, Ca 93012
805.409.9159

