WMC PROCESS OVERVIEW

:: ATTRACT

We are introduced to approximately 2000 venture companies a year through many different avenues.

Company
Company
Company
Company
Company
Company
Company
Company
Company

Our Bootcamps

Our Speaking Engagements

The Reality TV Show Dragons' Den

Referrals

Our Podcasts, Blog & Nationally Syndicated Column

PHASE 1

:: SCREEN

We then meet one on one with about 200 of these companies to screen for potential clients.

30 Minute Intake Meeting

Company
Company
Company
Company
Company
Company

:: PREPARE THE COMPANY

Our first engagement phase analyzes and prepares a company for the venture capital process. We take on approximately 30 clients a year for this preparation phase.

Business Plan Review

Financial Model Audit

Investor Presentation & Pitch Coaching

Infographic Development

Company
Company
Company
Company

PHASE 2

:: RAISE THE ROUND

Our next engagement phase facilitates the raising of venture capital through our network of angel and corporate investment partners. This phase is exclusively reserved for our clients we feel we can contribute value to and have a high probability of success.

Company Company

Target Sources of Capital
- Assess funding options
- Identify all possible sources of capital
- Set reasonable expectations of deal terms

Solicit Interest From Potential Investors
- Circulate executive summary to gauge level of interest
- Arrange initial meetings
- Brief company on investor background and recent deal history
- Modify general investor presentation to target investor
- Conduct post meeting debriefs with both company and investors

Assess Offers
- Facilitate process until term sheet is tabled
- Review and evaluate offers
- Assist with negotiations and removal of obstacles
- Brief shareholders and Board of Directors on offers
- Close term sheet

Close Deal
- Facilitate due diligence
- Work with legal advisors to prepare documentation
- Close financing

PHASE 3

:: GROW THE BUSINESS

Our last engagement phase assists the funded company by our direct participation in the ongoing business operation. We limit our active portfolio to 5 or 6 ventures at any given time.

Company

Board Services
Post investment, Sean is often invited to join the Board of Directors

CFO-To-Go Services
Post investment, Dennis is often invited to act as CFO a day a week

PR & IR
Post investment, Dan is often asked to consult on ongoing communications