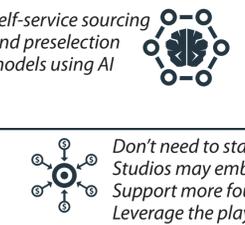
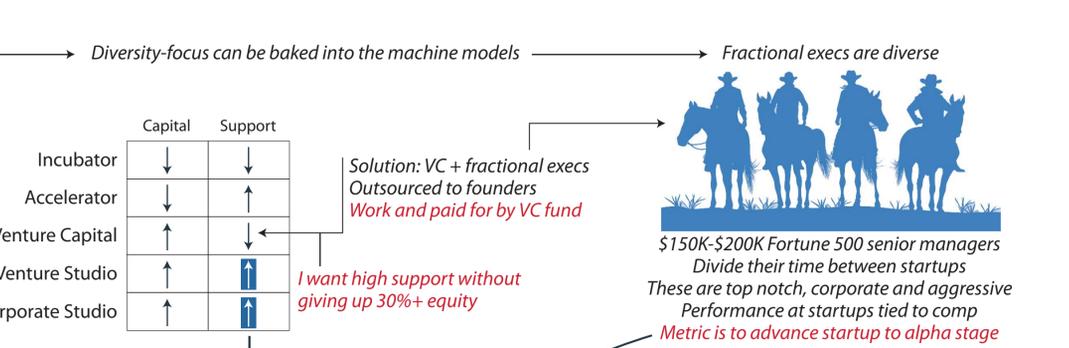


New!
HYBRID VENTURE MODEL

- Step One: Launch a Hybrid VC Fund
Seed stage, 50 startups
- Step Two: Hunt, source and evaluate startups
Seed stage, 50-100 startups
Goal is to hand off to an alpha investor
Startups are selected based on **alpha potential**
- Step Two: Contribute Fractional Executives
Not advisors, but work as FTEs for VC fund
Each founder gets 20% of their time per week
Founders get "tokens" of equity for performance
- Step Three: Mandate reporting and transparency
Monthly use of investor relations software (i.e. Angelspan)
Reporting done by founder, fractionals and key employees
- Step Four: Make attractive for alpha investment
Seed VC helps pitch the good startups to alpha investors
Seed VC does not double down, shares get diluted in alpha
Seed VC can exit at alpha or hold shares for beta/IPO/future exit



Voice of Potential Customer

Start with visionary customers
Cross the chasm
Then pragmatic customers
Finally mass market success

BD should filter all outside feedback
Founders only listen to BD for market input

Founders will be confused by the variety of direct feedback

Suppliers
Partners
Distributors
Disrupters
R&D

If founder high ROI is not achieved, corp will just absorb the startup [i.e. intrapreneurs hip]

