

Financing Strategy101

Kimberlie Cerrone

kimberlie@gmail.com

415 378 2838

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Kimberlie Cerrone is an experienced Silicon Valley angel investor who has invested in over 80 startup companies. She is formerly the Managing Director of The Angels' Forum, a prominent Silicon Valley angel investing group, and a Managing Partner of the Halo Funds which are seed stage venture funds. Kimberlie currently co-invests with several prominent individual angel investors, the members of The Angels' Forum and the Band of Angels, Camp Ventures, and other prominent angel and seed stage venture investors. She is a seasoned finance and legal executive with over twenty-five years of finance, legal, top management, deal-making and international experience with venture-backed startup companies, including Yahoo!, Ariba, Target Therapeutics, Smart Therapeutics, Net Perceptions and Google. She has led the finance and/or legal team at several venture-backed companies, raised over \$230M in venture financing, led more than thirty M&A transactions and three public offerings, and negotiated and executed numerous partner, licensing, customer and vendor relationships for public and privately-held companies. Kimberlie is currently the SVP, Business Affairs and Strategy, at Aboolla Inc., a Silicon-Valley based Organization/Management/Collaboration SaaS solution for emerging companies and businesses that have many non-routine transactions.

I'm ready to raise capital...what's my financing plan?

- What do I do first?
Align my financing plan with my financial plan
- Who do I talk to first?
Attorneys
Friendly vcs
- What do I look for in a venture capitalist?
Relevant experience and connections
Previous investments that evidence a prolonged interest
Time to sit on my Board
Somebody I want in my life for the next 5 years

- What do I look for in venture capital fund?
 - 0-3 year old funds
 - \$\$ investment range
 - Appropriate investment strategy
 - Likes my space but hasn't invested in one of my direct competitor
 - Love
- How many vcs should I approach?
 - 6-8?
 - Definitely not 50 (or 20 or 15)
- When and how do I approach them?
 - Consider using trusted intermediaries
- What's wrong with "dumb money"?

What do I want?

THINGS I WANT

- Capital (initial and follow-on money)
- Temporary offices
- “freeze dry” startup services
- New ideas

INTRODUCTIONS I WANT

- Employees
- Service providers
- Other investors
- Outside BOD members
- Industry connections
- Sales leads
- Channel partners
- Strategic partners
- International partners

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