



Introduction to Battle Born Growth Escalator Presentation to 1 Million Cups Reno

Friday, September 20, 2013

Overview of SSBCI Program

- ★ State Small Business Credit Initiative (SSBCI) created through 2010 JOBS Act
- ★ Funds were allocated specifically for use under the SSBCI program; they have no alternate use
- ★ Battle Born was approved by US Department of the Treasury in May 2013, by Nevada State Legislature in August 2013
- ★ Battle Born has two sibling programs:
 - Nevada Microenterprise Initiative's Micro-Loan Program and
 - Forte LLP's Collateral Support Program

Battle Born Team Leads

Karsten Heise (GOED)

Director | Technology Commercialization

- Responsibilities include searching for risk capital to support Nevada companies and start-ups and encouraging more university-industry research collaboration
- 5 years in Beijing, China working for a domestic Chinese private equity firm and later in M&A initiation
- Alternative investment and international equity specialist at Morgan Stanley, CSFB and DLJ in London, United Kingdom

Nicola Kerlake

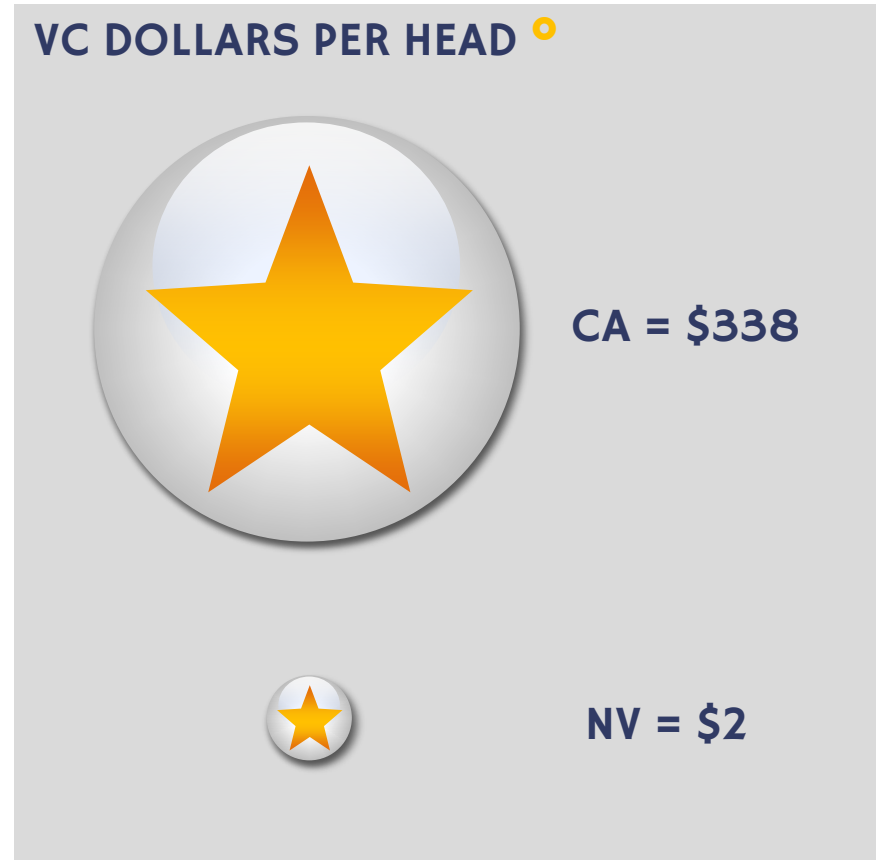
Investment Manager via NSBDC

- Headed >\$150mn in global private equity & real assets FM and research at SEI Investments. Led successful fund raises.
- Top three rated equity analyst at ABN Amro Hoare Govett (Europe) and at Indosuez W.I. Carr Securities (Asia), a subsidiary of Credit Agricole
- Commodities research at hedge fund subsidiary of Monitor Group
- CFA, CAIA Charterholder

Battle Born Growth Escalator

Evergreen venture capital program with dual goals:

- ★ Venture capital returns to Nevadans
- ★ Enhance local capital infrastructure through co-operation with other VCs and accredited private investors



Nevada's Capital Landscape



Battle Born's Mandate

- ★ Equity and equity-like investments in pre-seed through venture stage startups
- ★ Evergreen structure; returns are reinvested back into the program
- ★ Operations are funded through administration allocation from US Department of the Treasury
- ★ Maximum investment of \$1mn per deal, but unlikely to ever reach that amount
- ★ Require 1:1 cost match from non-federal funds (e.g. founder contribution, equipment purchase) at inception

What We Fund



	PRE-SEED	SEED	VENTURE
Typical Scenario	Typical pre-seed company would have a prototype completed, and potential customers with a confirmed interest, even if the company has not yet made sales	Typical seed stage company would have some customers using its products, and would be seeking funding to expand operations	Typical venture stage company would have an established product range and client base, looking for incremental capital to expand into new geographies or product ranges
Likely Full Time Employees	<3	3-10	10+
Average / Max Investment	\$40k / \$100k	\$200k / \$500k	\$200k / \$1mn

Sector Coverage



Aerospace & Defense



Agriculture



Energy



Healthcare



Information Technology



Logistics & Operations



Manufacturing



Mining



Tourism & Gaming



Water

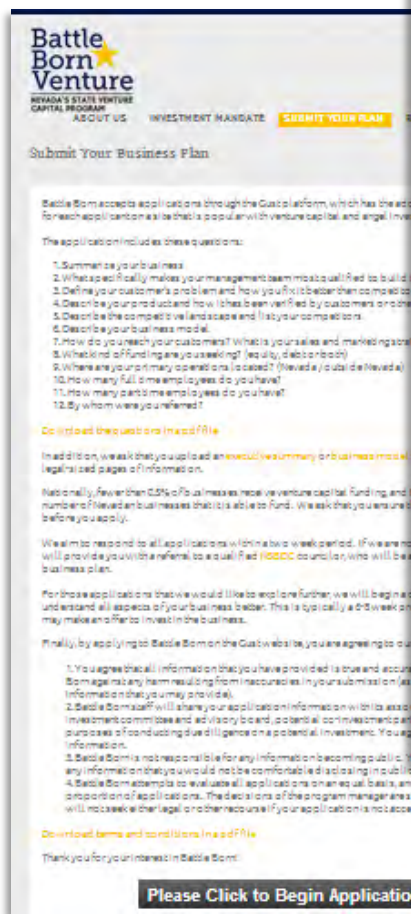
What We Look For

- ★ A multi-disciplined team with a relevant track record
- ★ Traction with customers
- ★ A differentiated, defensible technology
- ★ A substantial potential market
- ★ A support network
- ★ A reasonable expectation of more than a 3x return on Battle Born's investment over a 3-5 year period
- ★ A clear exit plan

What We Can't Fund

- ★ Companies based outside of Nevada, or not in a target industry sector
- ★ Grants, donations or sponsorships of any kind
- ★ The operations of an accelerator, incubator or mentoring program
- ★ Non-profits of any kind, regardless of their mission
- ★ Research projects or prototypes
- ★ Projects managed directly by, or operations of, state agencies or regional development agencies
- ★ While we are able to invest in social ventures, we can evaluate them only on their expected economic returns

How To Apply



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Apply to Battle Born Venture Program

Battle Born Venture Program uses Gust to manage their entrepreneur applications. Already have a Gust startup profile? [Log in to Gust](#)



Sign up

Already have an account? [Log In](#)

Email Address

Company Name

Industry

Location

[Sign Up](#) or [in Sign Up via LinkedIn](#)

Save time by signing up with LinkedIn
It's fast, easy, and will let you use your network of contacts. Nothing will ever be shared without your specific permission.

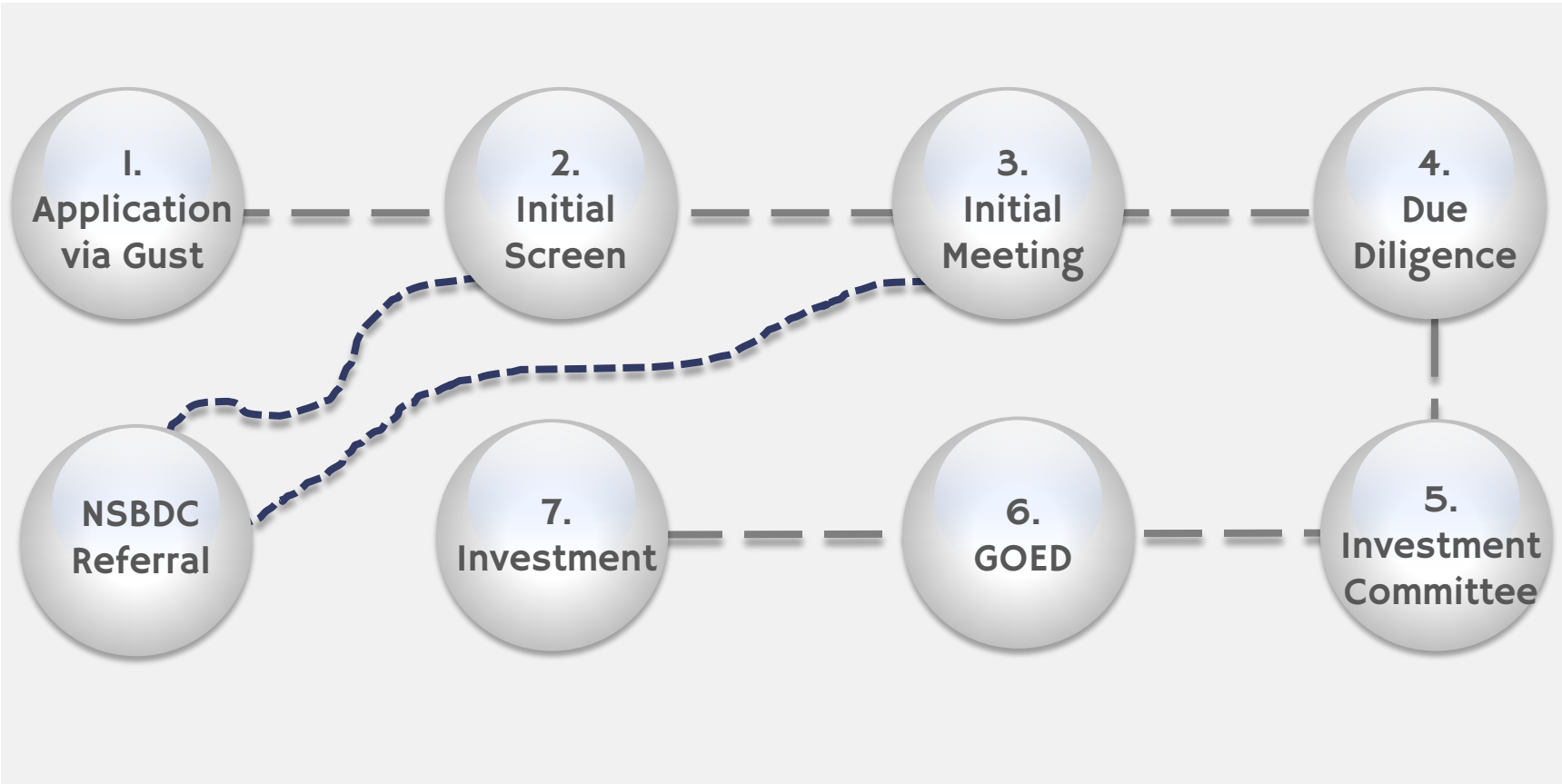
INSTRUCTIONS:

Thank you for your interest in Battle Born Growth Escalator Venture Program. We ask that you reply to the questions in this application with as concise, information-rich answers as possible. Please upload an executive summary or business model canvas of up to two pages in addition; we'll review the first two pages only of any document that you upload. Thank you!

TROUBLE SIGNING UP?

For technical support questions, contact Gust at: support@gust.zendesk.com

Investment Process



After the Investment...

- ★ Where appropriate, Board seats or observer seats
- ★ Assistance with strategic planning
- ★ Introductions to customers, management, government officials, and Advisory Board members
- ★ Introductions to incremental funding sources e.g. foundations, private investors
- ★ Where needed, aid with SBIR or other grant applications

How To Contact Us



www.battlebornventure.com



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