

CEO Inflection Point Program  
**INVESTMENT COACHING SESSION DESCRIPTION**

The CEO Inflection Point program has a separate activity that is focused on entrepreneurs and start-ups who are in the beginning stages of raising outside funds. This activity, referred to as the Investment Coaching Session, consists of a single meeting between the company and a volunteer advisor group from the CEO Netweaver (CEON) organization. The purpose of the meeting is for the CEON advisors to act as potential investors and review and comment on the company's business model and planned investor presentation before the company actually meets with potential investors. The goal of this program is to help increase the likelihood of a new company securing funds through a crisp presentation that clearly articulates the company's value proposition and potential returns for investors. The advisor panel participants will be CEON members who have previously raised money for their ventures or have been investors involved in funding start-up companies or individuals that are quite familiar with the target markets.

The session can be thought of as meeting between the company and a group of "friendly but hostile" potential investors. The advisors will provide direct, frank feedback to the company that they are likely to hear from actual potential investors. The advisors will provide suggestions for the company to better equip them prior to their actual engagement with potential investors. Currently, only a very small percentage of entrepreneurs are successful in attracting outside investors. In many cases the failure to secure funds is attributed to the entrepreneurs not being effective in presenting their business ideas.

The one to two-hour meeting is typically divided into four sections.

- First, the company will present their proposed investor presentation to the advisor panel that will have no or very limited prior exposure to or knowledge of the company. The panel members may or may not have detailed knowledge of the market being addresses by the company. The presentation consisting of approximately 15 slides should last between 15 and 20 minutes. Questions and comments from the advisors will be held to a minimum during the presentation. A panel member will time the presentation and inform the presenter at the 15 minute elapsed time point and at the end of the allotted 20 minute presentation time. At the 20 minute time point, if the presentation is not complete, the presenter will be asked to terminate the presentation or be asked to continue based on the consensus of the panel.
- In the second phase, the advisors will provide candid comments about the presentation itself and more importantly about the business opportunity as described in the presentation and its projected attractiveness to potential investors. This phase will be the most lengthy and potentially most valuable portion of the program.

- In the third phase, the advisors will, based on the previous discussions, provide feedback on the slide deck itself offering suggestions as to what to include, exclude, and expand and recommend the overall slide presentation order.
- In the fourth and final phase, the advisors will suggest next steps and funding avenues for the company to pursue.

The CEON panel members expect no compensation for their involvement and, as professionals, will hold all information and discussions in confidence. Non-disclosure agreements will not be executed. After the session the company and some of the advisors, based on mutual consent, may decide to continue discussions. Any post-meeting activities will be personal in nature and not involve this program or the CEO Netweaver organization.

***Although the advisors will play the role of investors, they should not be considered as potential investors by the company. To reiterate, the sole purpose of this program is to help entrepreneurs prepare for meeting with actual, potential investors.***

### Program Implementation

1. The Investment Coaching Session Chairman (Program Chairman), appointed by the Inflection Point Chairman will coordinate all session activities as outlined below.
2. From time to time, the need for volunteers for this program will be announced to the CEON membership at regularly scheduled monthly meetings and in the monthly newsletter.
3. The Program Chairman will maintain a list of member volunteers.
4. Potential entrepreneurs or companies will be identified by CEON members or through other outside organizations who have been made aware of the program through CEON marketing activities.
5. Potential participants will be encouraged to contact the Program Chairman for consideration.
6. Upon being contacted by a candidate, the Program Chairman will clearly explain the intent of the program and, at their discretion, share this document or other similar material with the potential participant.
7. By mutual consent, an agreement to proceed will be reached or discussions will be terminated.
8. The Program Chairman, working from the volunteer list, will select up to three advisors to participate and will request their participation accordingly.
  - a. If volunteers, from the list, cannot be found, the Program Chairman will ask the CEON Executive Director to solicit volunteers from the general CEON membership asking the

volunteers that have had previous direct experience in raising money or investing in similar startup companies.

9. Once the panel members have been identified, the Executive Director will query all participants to identify a mutually agreeable date (and time) for the meeting.
10. The Executive Director will schedule the meeting which normally, will be held from 4:30 to 6:30PM, on a Monday through Thursday afternoon/evening. The meeting will be held at the Meridian in Buckhead subject to its availability of other suitable location. (Bottled water but no other refreshments will be served.)
11. The Program Chairman will keep the Inflection Point Chairman informed as to the meetings planned and held and the names of the participating companies and advisors.
12. The number of sessions scheduled will be determine by the Program Chairman based on available resources.

