



Omnivallo

Investor Presentation | 2020-21 | omnivallo

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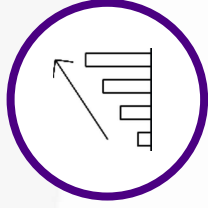
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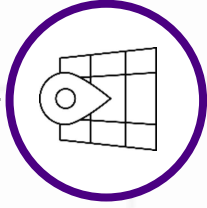
We use market data and industry forecasts and projections throughout this Presentation. We have obtained the market data from certain publicly available sources or information, including, but not limited to, available independent industry publications and other third-party sources. We believe the data that third parties have compiled is reliable, but we have not independently verified the accuracy of the information.

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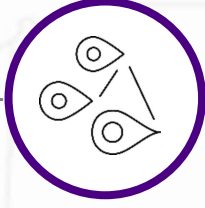
The Current State of Venture Capital



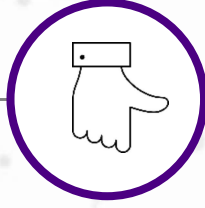
Venture Capital is about **access** and **deal flow**



Access is **geographically concentrated** and **uneven**



Over **75%** of all U.S. venture deals happen in only **3 markets**



These markets have become **oversaturated** and **overvalued**

The Current State of Venture Capital



Innovation and entrepreneurial talent exists everywhere



Funneling through every stage of time, resources, and capital



Sustainable relationships are mandatory



Relationships in unfamiliar markets are difficult endeavors

The Future of Venture Capital: Tapping into other Ecosystems

Year 2019

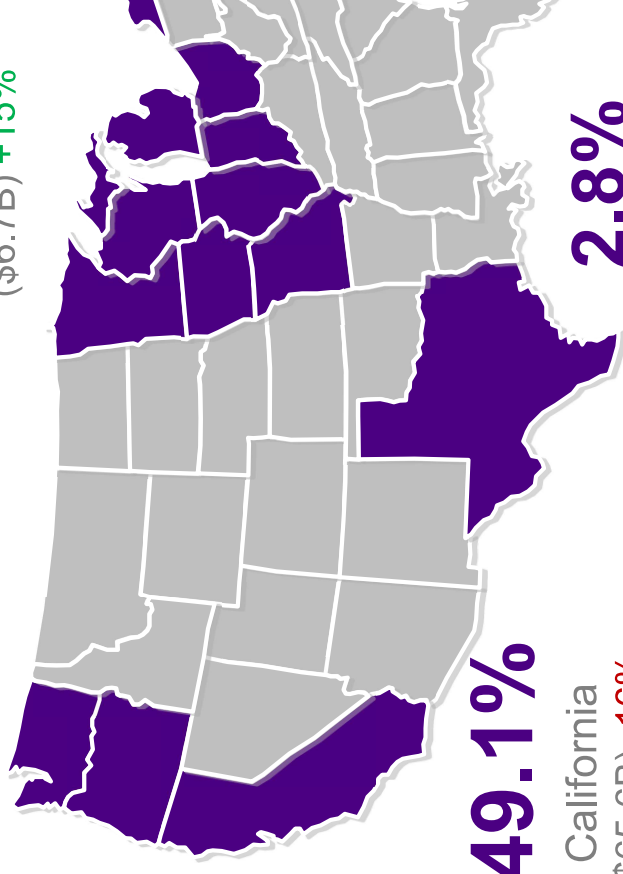
- The percentages of deals done in Silicon Valley and Boston decreased from past years
- All other regions saw increases in activity with high multiples being realized in the Midwest
- **While still entrepreneurial epicenters, the coasts are and will continue to become less relevant**

3.6%

Pacific Northwest
(\$4.8B) **+30%** (YoY)

5.0%

Midwest
(\$6.7B) **+15%**



49.1%

California
(\$65.6B) **-16%**

2.8%

Texas
(\$3.7B) **+37%**

5.6x

Chicago

4.8x

Seattle

4.7x

Los Angeles

4.4x

New York City

4.2x

Bay Area

3.6x

Boston

MOIC By City (2006-2018)

What this means for Venture Capital

Like it or not, Silicon Valley is becoming less relevant....

2010: Founder moves to SF at request of investor from whom they just raised.

2015: Founder lives in SF and raises \$\$, then leaves.

2020: Founder lives anywhere: one, decentralized entrepreneurial ecosystem lives online

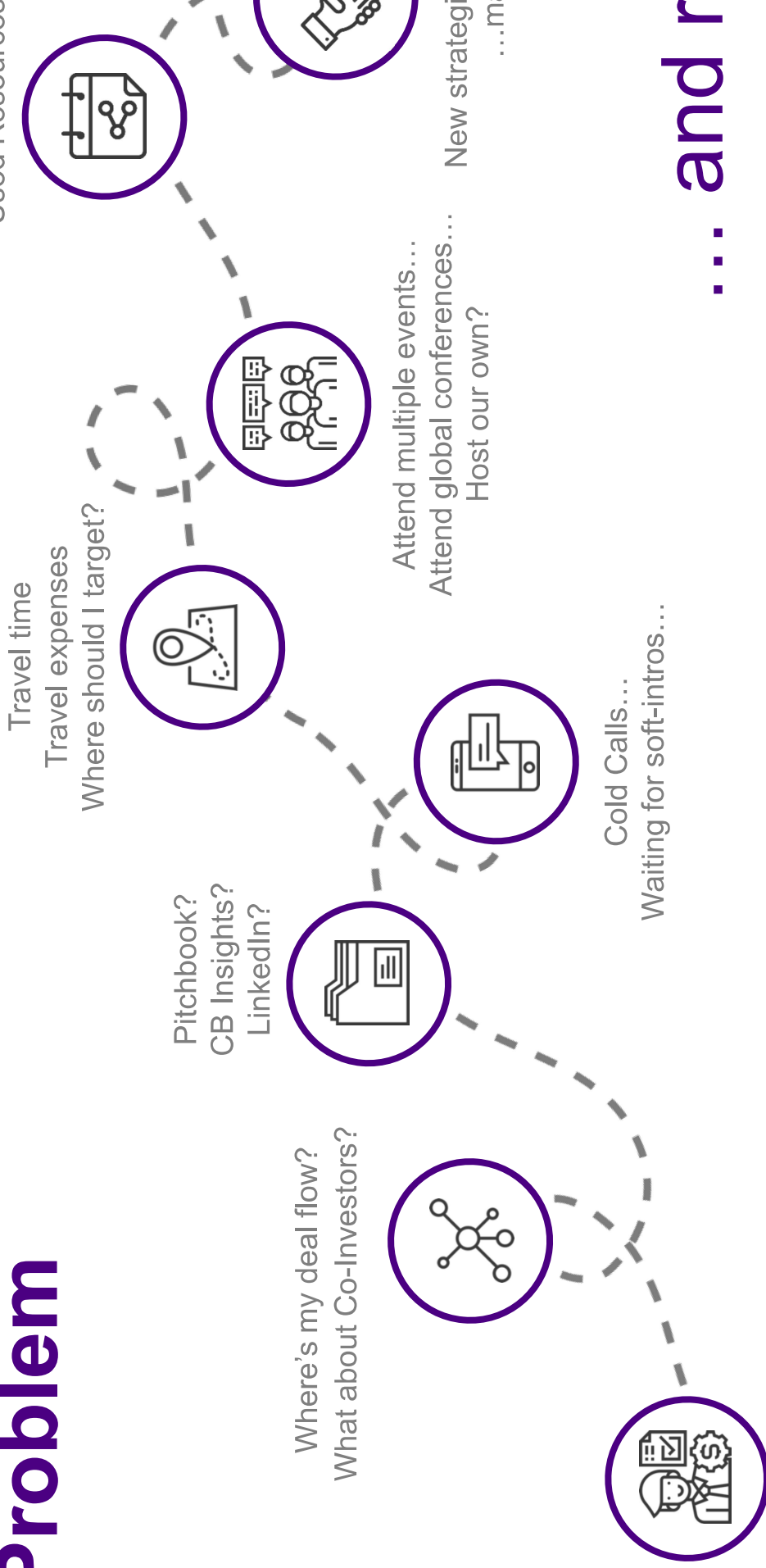
With one of the largest economies in the world, the Midwest provides startups unique access to more than 50 million consumers, has more Fortune 500 companies than anywhere else, and possesses strength across a diverse set of industries.

To see where founders of the future will go, **look at where today's successful companies are opening new offices.** Every hire in one of those offices could be tomorrow's next extraordinary founder.

“We’re now seeing the pockets of technology companies spring up outside of Silicon Valley. While we may not have the density of the Silicon Valley we’ve found that all the talent we need is right here in Michigan. Investors are coming to me.”

Ambassador (Startup Co)

The Addressable Problem

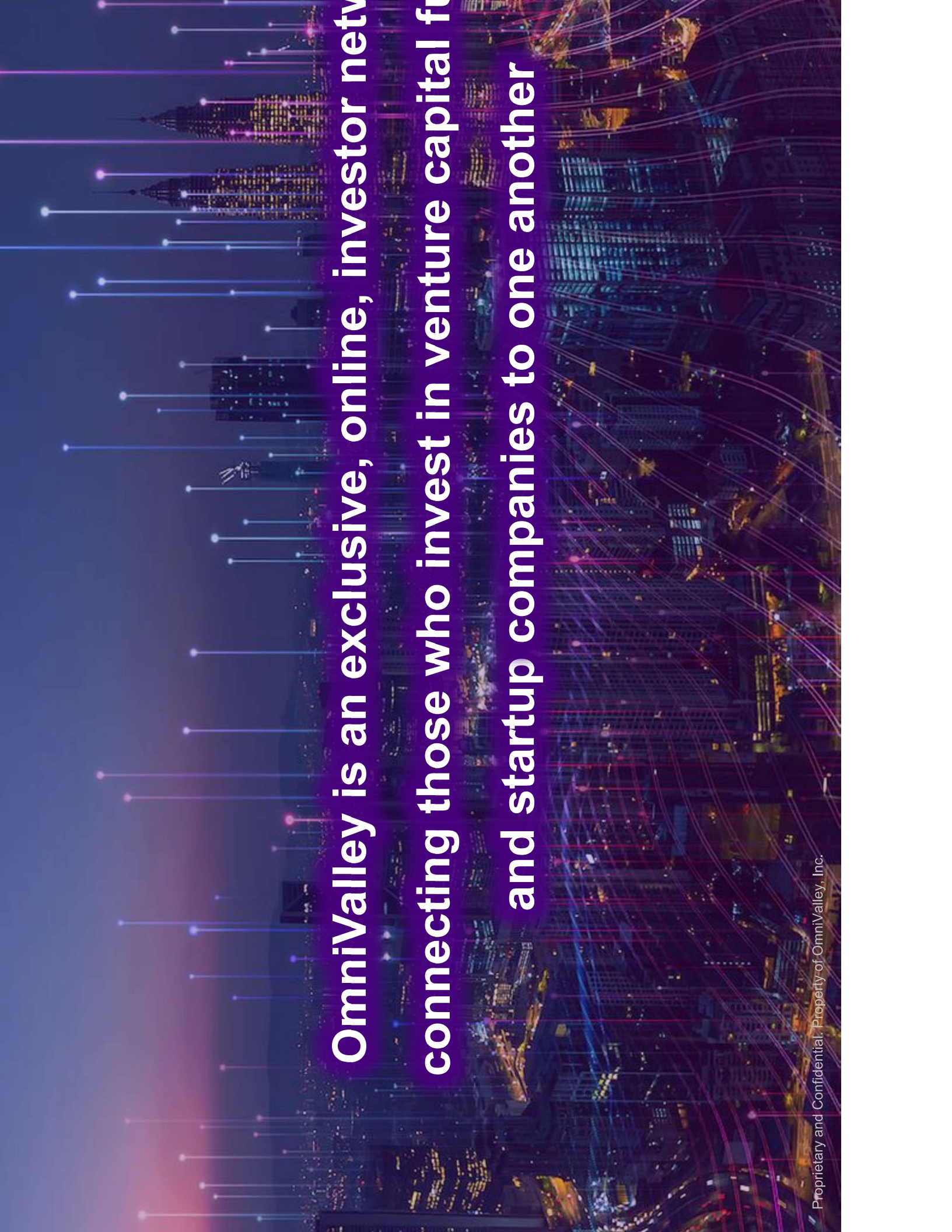


What OmniValley offers:

Regional Transparency Access to Connections

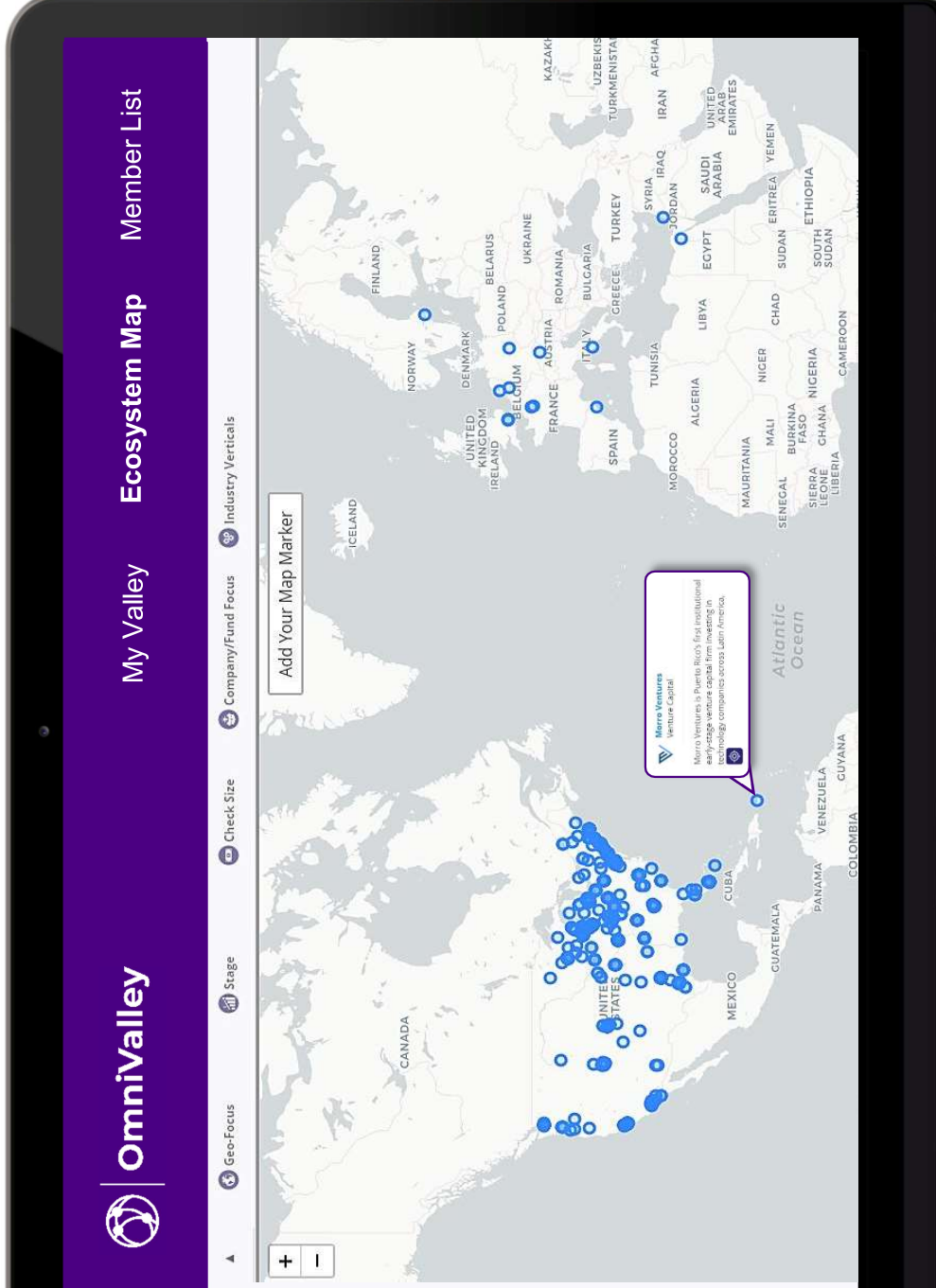
- ✓ **Investor to Investors:** Defining Criteria
- ✓ **Investor to Services:** Benefits & Partners
- ✓ **Investor to Portfolios:** Company Promotions
- ✓ **Investor to Markets:** Events & Meetings



The background of the slide is a night-time photograph of a city skyline, featuring prominent skyscrapers like the Petronas Towers. Overlaid on this image is a complex digital network of glowing blue and purple lines and nodes, suggesting a global or digital infrastructure. The text is centered in a dark purple vertical band.

OmniValley is an exclusive, online, investor network connecting those who invest in venture capital funds and startup companies to one another

How We Do This: Member Platform



Mapped Ecosystem Pa

Simple Data Inp

We collect and filter by c

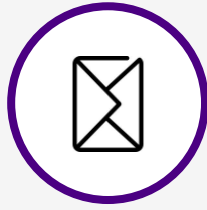
- Direct Investor
- Fund Investor
- Lead Rounds
- Follow-on Investor

We showcase the Inv Ecosystem Builders that strategic partn

How We Do This: Member Profiles

Member Profiles

Exclusivity means that contact information is readily available:



Email



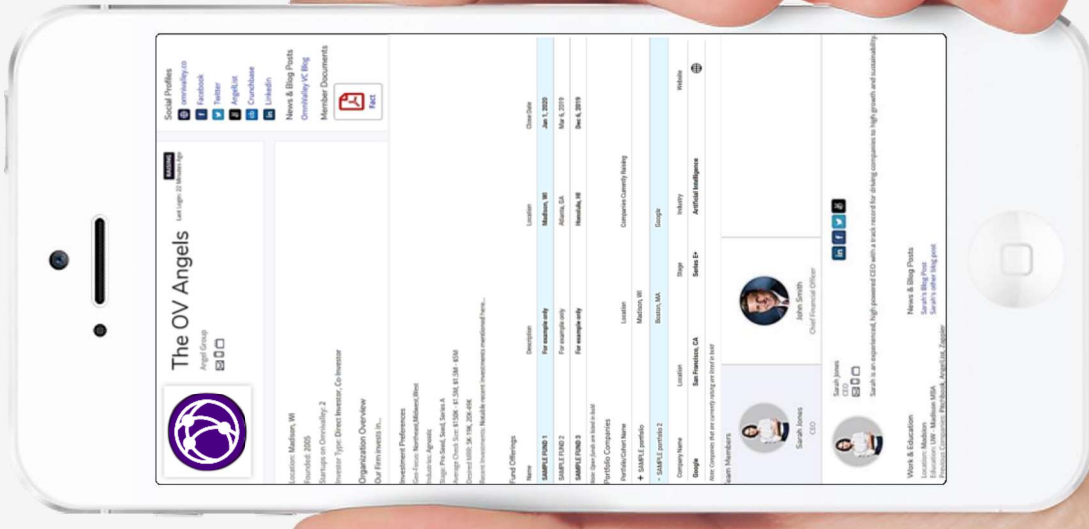
Phone



Scheduling

Information on past and current funds as well as portfolio and cohort companies

Profiles offer a deeper dive so that you can make connections as efficiently and as quickly as possible



How We Do This: Company Promotions

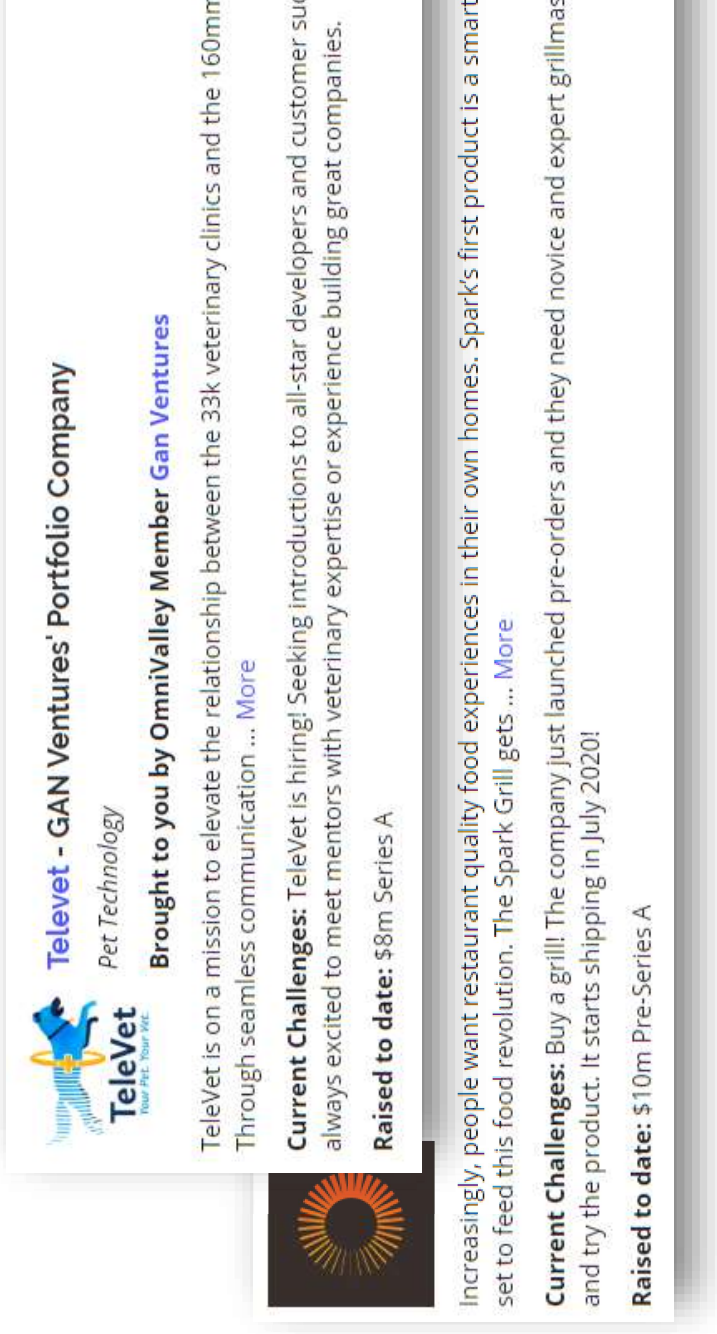
OmniValley's Featured Companies - Located on OmniValley's My Valley page (home dashboard)

For Members seeking broader exposure for their portfolio companies

Share and learn more about companies from Members

- Investor base
- Core challenges
- Amount raised to date
- Investor and company contacts

Companies featured on OmniValley derive from the portfolios of our investor Members – they are housed within Member profiles and each have outside investment –



The screenshot shows a company profile for TeleVet. At the top left is the TeleVet logo with the tagline "Your Pet. Your Vet." and a blue dog icon. To the right of the logo is the text "TeleVet - GAN Ventures' Portfolio Company" and "Pet Technology". Below this is a sub-header "Brought to you by OmniValley Member Gan Ventures". The main text describes TeleVet's mission to improve the relationship between 33k veterinary clinics and 160mm pet owners through seamless communication. It includes a "Current Challenges" section about hiring and a "Raised to date" section for an \$8m Series A round. A "More" link is provided. Below the main text is a dark square with a sunburst icon. To the right of this icon is a paragraph about the company's product, Spark Grill, and its challenges, followed by another "Raised to date" section for a \$10m Pre-Series A round.

TeleVet - GAN Ventures' Portfolio Company
Pet Technology
Brought to you by OmniValley Member Gan Ventures

TeleVet is on a mission to elevate the relationship between the 33k veterinary clinics and the 160mm pet owners through seamless communication ... [More](#)

Current Challenges: TeleVet is hiring! Seeking introductions to all-star developers and customer success managers always excited to meet mentors with veterinary expertise or experience building great companies.

Raised to date: \$8m Series A

Increasingly, people want restaurant quality food experiences in their own homes. Spark's first product is a smart grill set to feed this food revolution. The Spark Grill gets ... [More](#)



Current Challenges: Buy a grill! The company just launched pre-orders and they need novice and expert grillmasters to help and try the product. It starts shipping in July 2020!

Raised to date: \$10m Pre-Series A

How We Do This: Benefits & Partners

OmniValley Benefits & Partners

Located on OmniValley's My Valley page (home dashboard)

 <p>GSVlabs - \$50 Off Membership <i>Accelerate Your Portfolio Startups with GSV Passport</i></p> <p>Accelerate your portfolio startups with GSV Passport, a platform home to our global founder community and a complete online suite of remote startup tools, guides, discounted services valued at over \$800k, and access to industry mentors, and our investor community.</p> <p>Claim</p>	 <p>Sales Acceleration Group Startup Consulting Services <i>Free 30 Min. Sales Strategy Consultation Call</i></p> <p>Help your founders create more leads, top of the funnel opportunities, and revenue to ensure you get a return on your investment.</p> <p>Sales Acceleration Group specializes in helping Founders and Owners build, grow, and scale their sales teams by improving their process, strategy, and people to accelerate revenue. Our team focuses on increasing revenue by Evaluating your portfolio company's current process, team, and tools, Strategizing on how to improve their situation, and then we will help them Execute the plan to drive additional revenue. Less</p> <p>Claim</p>
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Via simple intake forms: Men promote their own services or within their ne

OmniValley utilizes referral a percentages based on each code found on our

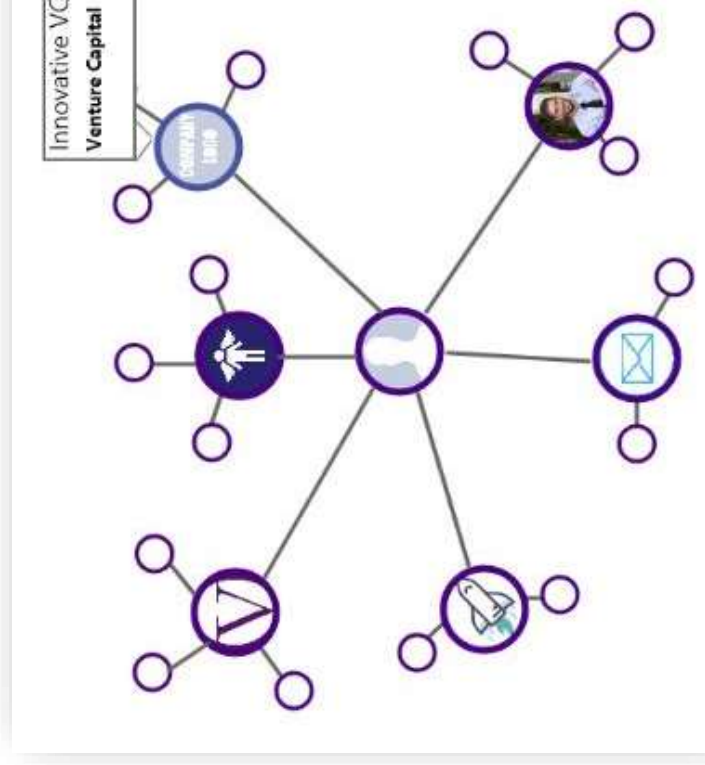
OmniValley's team works ha benefits, partners, and service targeting investors and their companie

How We Will Do This: Data Application (Q1)

We plan to extrapolate Member data across the platform to launch:

OmniValley Intelligence: a co-investor and portfolio company tracking and visualization tool

14226	Portfolio companies listed on OmniValley
301	Funds listed on OmniValley
113	OmniValley members In Market for their fund or companies



Based on company specifics and inputted information on investor preferences, Members can find their next strategic connection relating to their portfolios

Market Opportunity & Size

	Venture Capital	Corporate VC	Limited Partners ¹	Angel Groups	Family Offices	Accelerators
US Coastal ²	606	174	158	112	145	718
US Non-Coastal	722	133	357	244	401	855
US TAM	1,328	307	515	356	546	1,573
Ex-US TAM	7,345	421	309	824	516	3,669
INVESTOR TAM³	8,673	728	824	1,180	1,062	5,242

17,500+ Investor Members
4,000,000+ Individual Members

Source(s): Pitchbook Data, NVCA Yearbook 2020.

(1) Limited Partner (LP) members include, but not limited to: institutional investors, and universities. Defined as: 'Venture Fund Investors' and/or 'Direct Investors'.

(2) California, Massachusetts, New York.

(3) Numbers subject to change; data aggregated as of June 2020.

(4) 300,000+ Angels have made investments over last 2 years as of September 2019. Accredited Individual reporting exceeds 4 million.

Proprietary and Confidential

Where We Are Now

400+

Member Organizations

200+

Ecosystems

50+

Monthly Active Users

100+

New Member Connections

“Over half of our portfolio companies have a secondary presence outside of Silicon Valley. I can admittedly and confidently say that **this movement towards more regional markets** is a key trend.”

- Clint Chao, Moment Ventures (Bay Area)

“As venture capital continues to become decentralized from of the coasts, it’s increasing the number of trusted virtual networks that enable founders and funders to find and connect efficiently. **best-in-class example of the transparency and discovery the industry needs in the future.**”

- Jessica Peltz-Zatulove, Hannah Grey, Women in VC Network (NY)

“We’ve actually already found others on the platform, and if the network grows large enough, **OmniValley would be a specialized connecting tool.**”

- Randy Klein, Doris Duke Charitable Foundation (NY)

“What OmniValley is doing to highlight my fund and the greater Midwest market needs to be **notified of other investors wanting to tap into these regions, those are the connections we need.**”

- Ezra Galston, The Starting Line (NY)

“OmniValley has been a key partner for us as we look to expand 5 LAKES Forum and **Milwaukee to VCs from elsewhere interested in deploying capital and resources throughout the Lakes.**”

- Matt Cordio, Startup Milwaukee (Milwaukee Service Center)

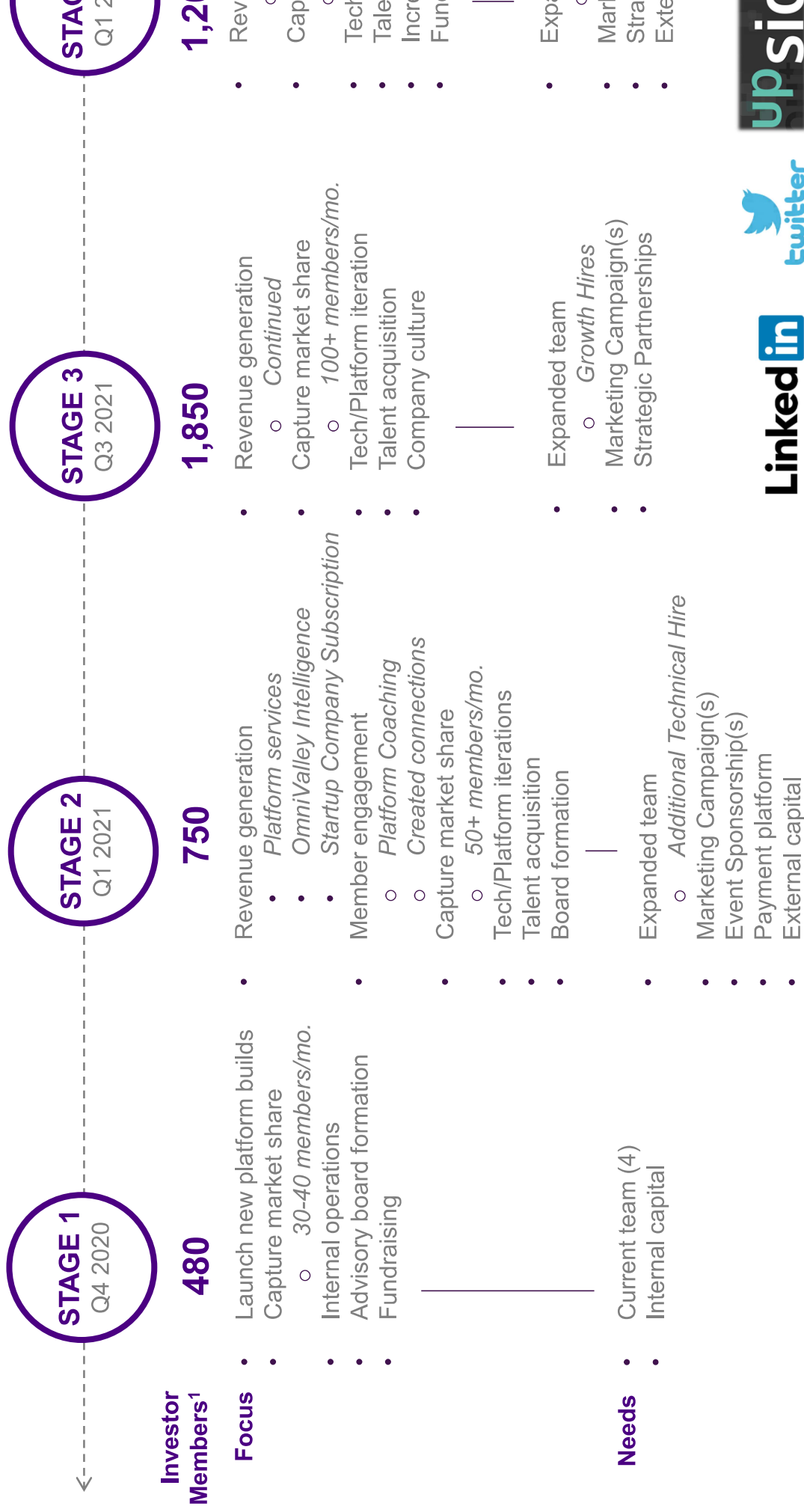
“For younger firms or those with deal flow in unfamiliar markets, **this platform will be a game-changer.**”

- Robert Merrick III, France-Merrick Foundation (Baltimore)

“Pitchbook is out of date and controlled by Pitchbook. **OmniValley is time-stamped and controlled.** Enough said...”

- Chris Calder, EPIC Ventures (Salt Lake City)

Go To Market



(1) Numbers shown represent the end of the quarter listed
 (2) Investor Member numbers include expected churn (70% initially modeled) once Investor Member subscription model occurs
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Company Projections

STAGE 1
2020
Q4

STAGE 2
2021
Q1 – Q4

Revenue Projections

<\$5k/month

Benefits & Partners
Company Promotions

\$15k/month

Benefits & Partners
Company Promotions
Startup Subscription
OmniValley Intelligence

\$200k

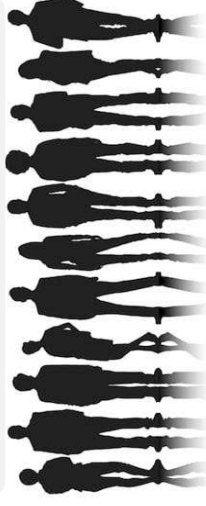
Benefits & Partners
Company Promotions
Startup Subscription
OmniValley Intelligence
Investor Member

Investor Members

480



2,800



4,200

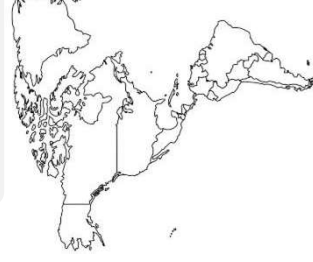


Ecosystems

250



500



(1) Investor Member numbers include expected churn (70% initially modeled) once Investor Member subscription model occurs
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Team, Advisory, & Support

Management Team

Grady Buchanan
Chief Executive Officer



Institutional Investments
Venture Capital Fund of Funds
Treasury Sales and Risk Analytics
Madison, WI

John Bruehler
Chief Technology Officer



Full Stack Web Developer
Web/SEO Strategist
Madison, WI

Zack Genthe, MBA
Chief Operating Officer



Process Management Consultant
Chemical Engineering
Madison, WI

Justin Bui, MBA
Chief Product Officer



Tech and Strategy Consultant
Business and Strategy Consultant
Chicago, IL

Advisors

Henry Chi, JD
Chicago, IL



Venture Portfolio Manager, 3+ years
Mentor at Venture For America
Chicago, IL – Los Angeles, CA

Paul Plakut
Milwaukee, WI



Chief Technology Officer, 5+ years
Serial Startup Founder
Milwaukee, WI

Sup



Global
Accelerator
Network

Village



Wisconsin
Technology
Council

Robe

Investment
The France-N
Balti

Jessica F

Founding Partner, Ha
Denver, CO

Som Pa

Managing Director,
Bang

Craig

Partner, Northwest
Milwa

Company Overview & Funding

Founded: January 2018 In Madison, WI

Team: 4

Industry: Social Network, Internet, Collaboration, Venture Capital

Footprint¹:

400+ Members,
200+ US Ecosystems
40+ Intl Ecosystems

Funding History:

<\$20k, In
\$100k, Co
- Conver

QNBV²: Approved 2018, 20

YEAR END
2020

YEAR END
2021

YEAR END
2022

Revenue Projections:

\$5k ARR

Benefits & Partners
Company Promotions
Startup Company Profiles

\$200k ARR

Benefits & Partners
Company Promotions
Platform Notifications
OmniValley Intelligence

\$3.0M ARR

Benefits & Partners
Company Promotions
Events & Meetings
OmniValley Intelligence
Member Subscriptions

(1) Numbers generated as of November 2020.

(2) QNBV: Qualified New Business Venture, defined as: The program provides tax credits to eligible Angel and Venture Fund investors who make cash equity investments in qualified early-stage businesses. If a company is certified, investors receive a Wisconsin income tax credit equal to 25 percent of the value of the investment made in the certified company.

Raising: \$250K

Seeking strategic partners

USE OF CAPITAL:

Platform and Technology

Sales and Marketing Spend

Company Operations

(60%)

(25%)

(15%)

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ZACK GENTHE, COO
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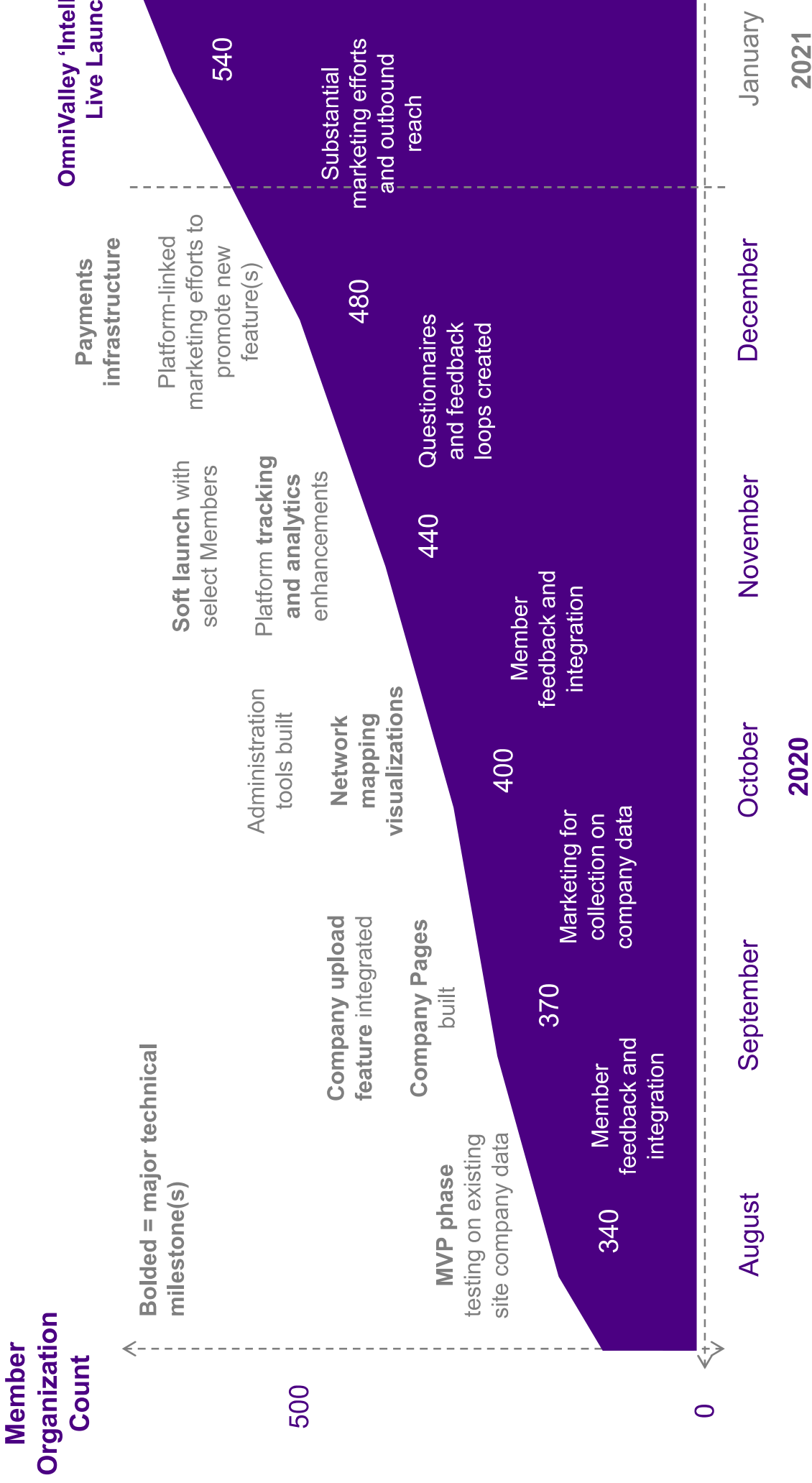
JOHN BRUEHLER, CTO
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JUSTIN
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(217) 201-4787

Appendix

Future Product Roadmap



Competitive Advantages



Real-Time, Accurate Information & Intent

Data entered by members is visibly stored on their own profile and can be sent via promotional tools available on the platform.

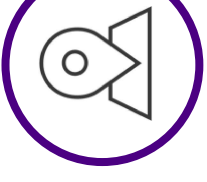
The OmniValley team timestamps profile data for the viewership of other members but will not input information on member profiles once registered; all will be completed and shared at the member's discretion.



Member Differentiation

Endowments, foundations, corporate and state pension plans are inherently private and remain inactive on competitor platforms.

Our future plans account for *all* of the participants within *all* startup ecosystems, but our personal network of these select limited partners makes the platform conducive to also those managing sizeable assets.



Focus on Region

Born in the Midwest, OmniValley showcases and promotes currently underserved and un-ventured markets.

Every entrepreneurial ecosystem is represented equally on our platform members. Per our markets no longer go on our tools and member acquisition geographical constraints.

Why OmniValley Matters to Us...

An **entrepreneurial city** pursues innovative strategies intended to maintain or enhance its economic competitiveness to other cities and economic spaces.

Why would an ecosystem or city want to focus on entrepreneurs?

Entrepreneurs Create New Businesses

Entrepreneurship is important as it has the ability to improve standards of living and create wealth, not only for the entrepreneurs, but also for related businesses.

Entrepreneurship Encourages Innovation

Entrepreneurs help drive change with innovation, and improved products enable new markets to be developed.

Entrepreneurs Add to National Income

Economy wise, higher earnings thanks to entrepreneurship can help boost national income and tax revenue.

Community Development

Entrepreneurs contribute in other ways as well, such as investing in community projects and supporting local businesses.

Entrepreneurs Create and Distribute Wealth

Entrepreneurs no longer have to sacrifice the life they want for the rat race. With hyper-connected neighborhoods, and towns that support entrepreneurship, CEOs can launch scalable ventures from affordable overheads.

Entrepreneurs Also Create Social Change

Watch for the next big startup stories to come from small towns. WE strive to make this a