



AngellList

NOVEMBER 2015

Online Fundraising and Syndicates

Recent Metrics

Raised online

In last 2 years

\$205M

Online Fundraises

In last 12 months (11/1/2014 - 10/31/2015)

393

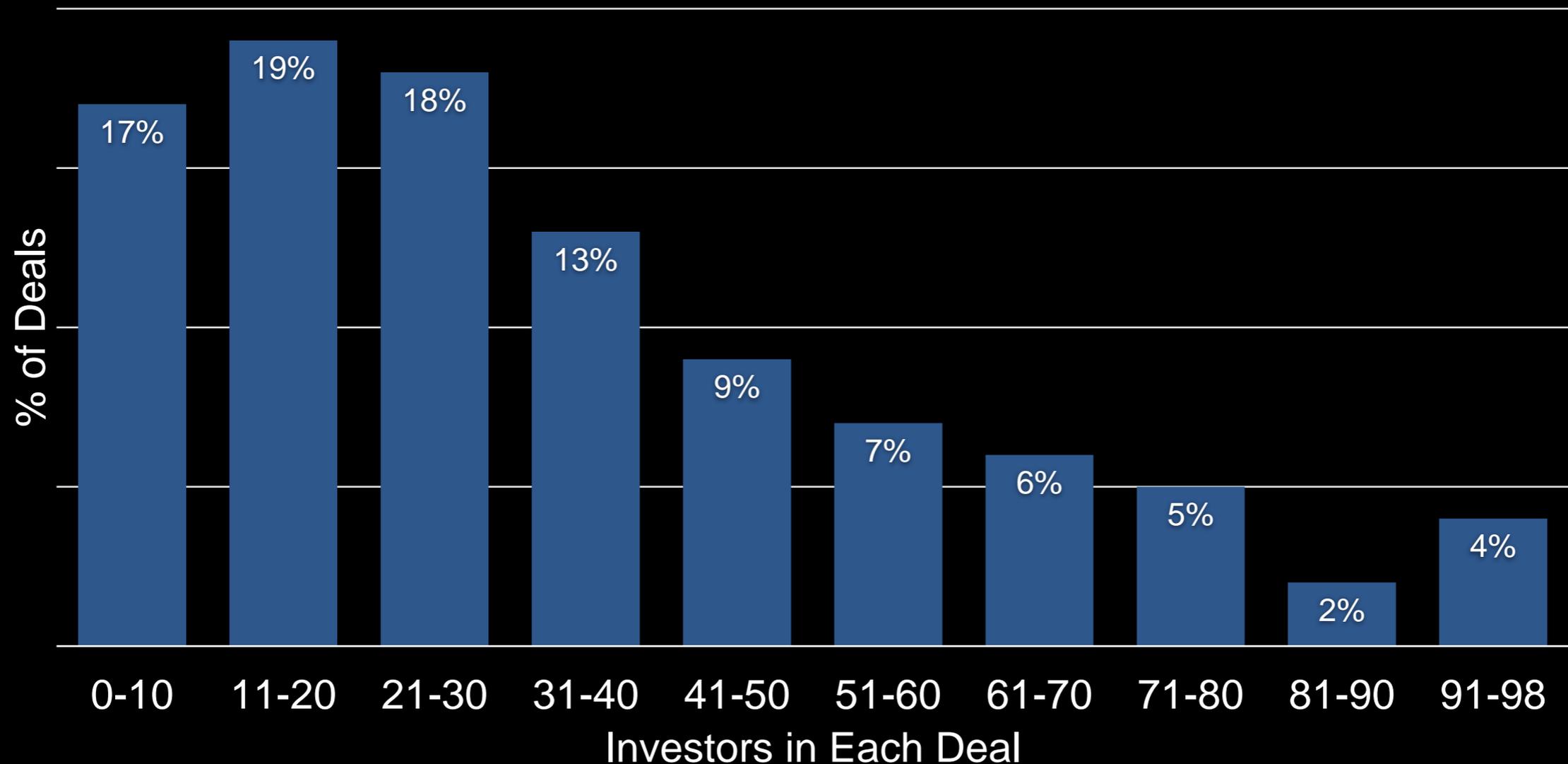
Online Fundraises to Date

Over 700

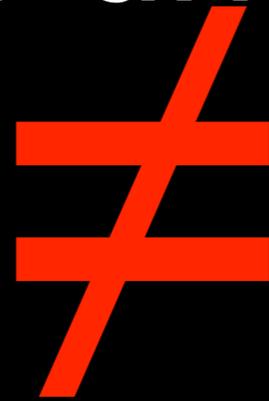
Investors

4,400

1. Most online deals have a limited number of investors

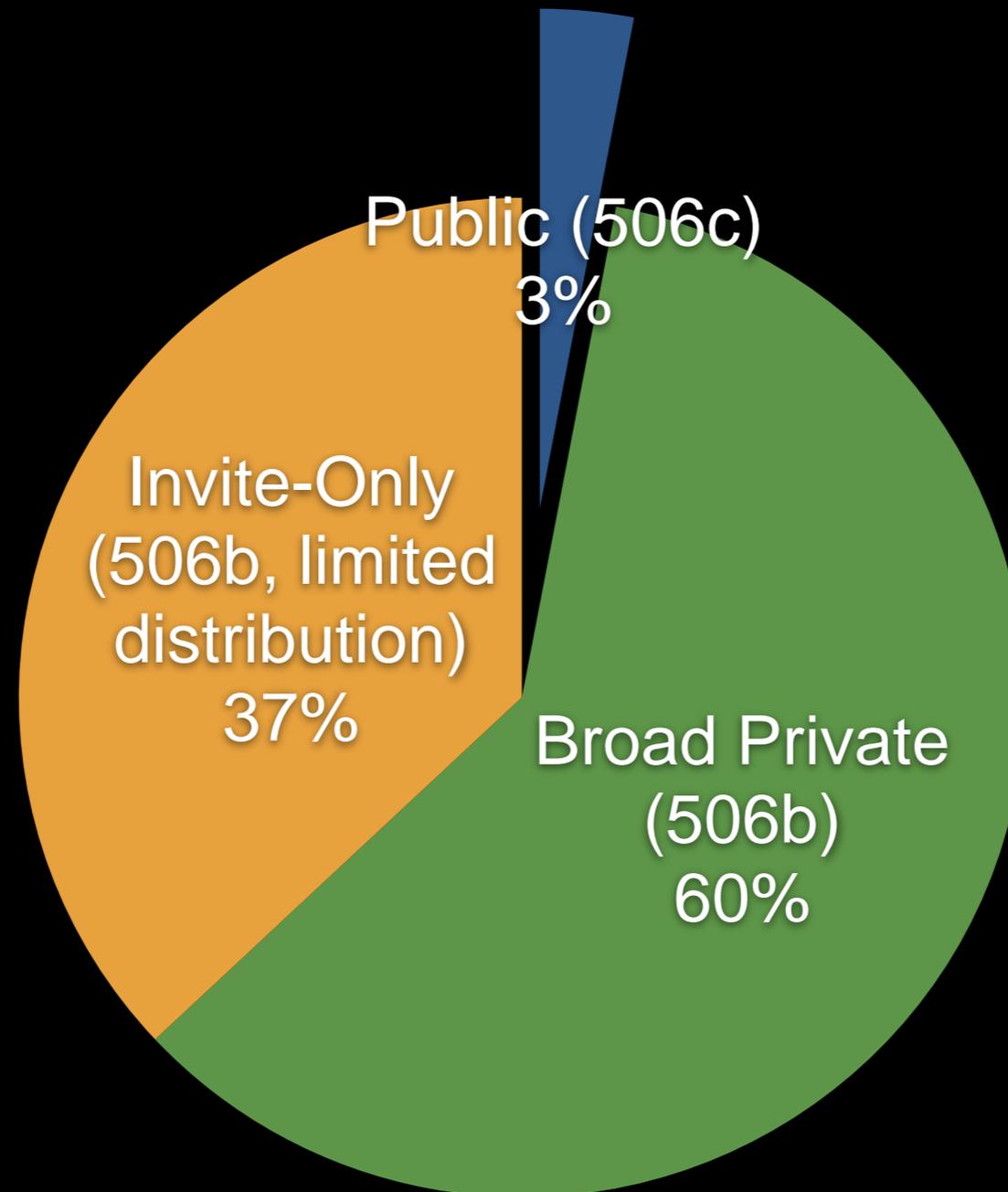


Online Fundraising

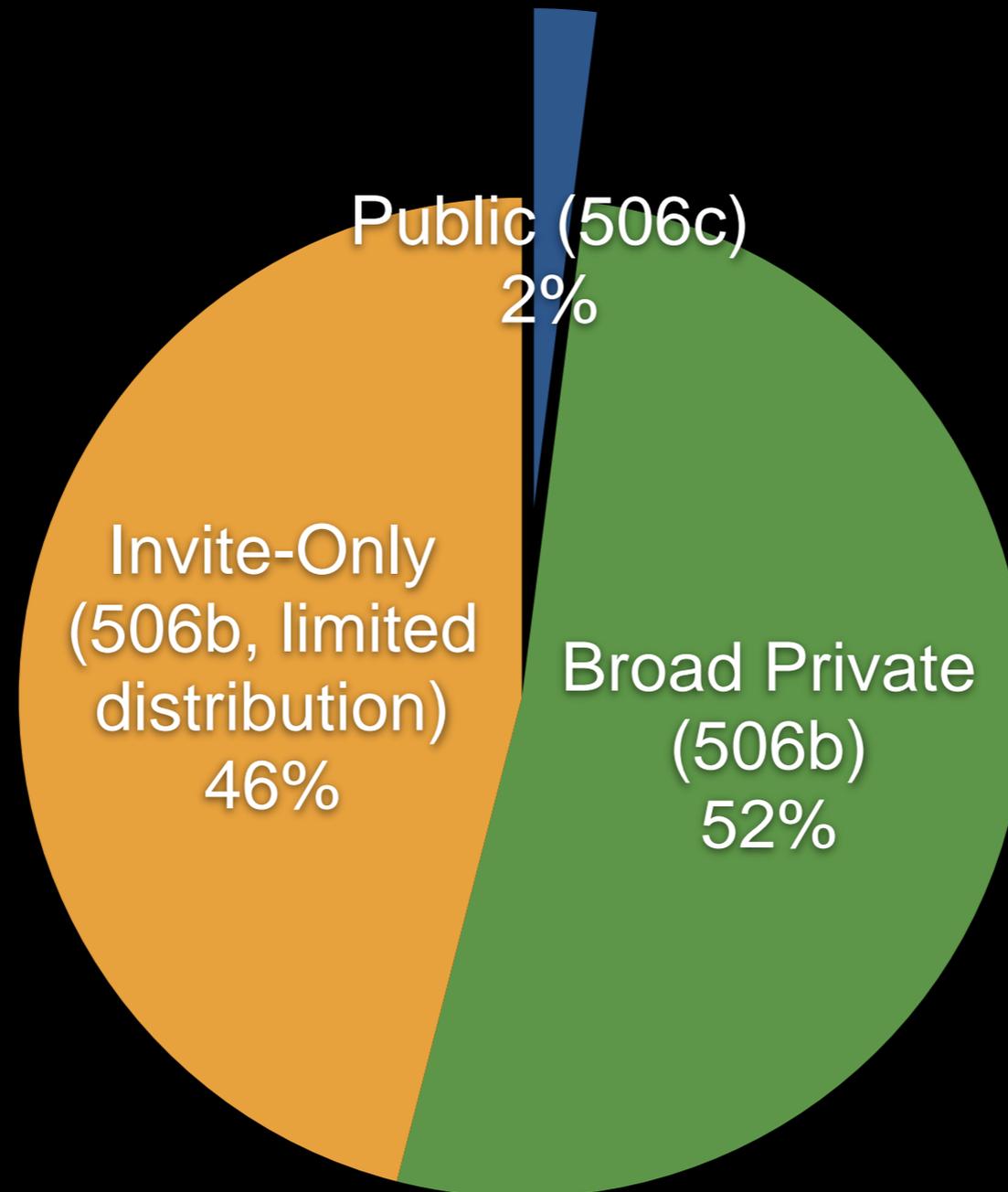


Crowdfunding

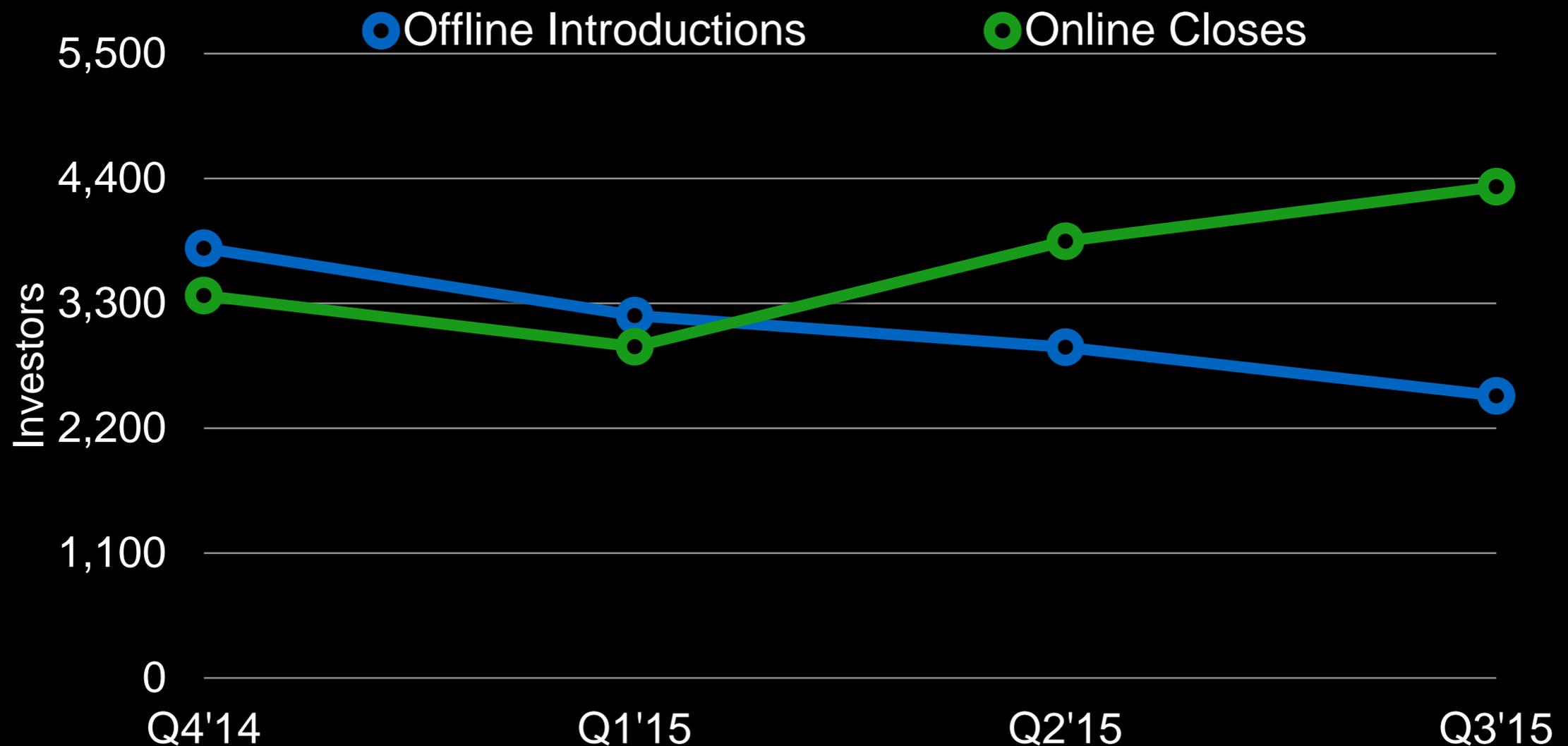
2. Almost all deals are private



...even more so recently
(Last 6 months only)



3. Activity is moving quickly to online deals led by a credible investor (Syndicates)



Syndicates

Why this works: Syndicates

Syndicates are pop-up, online, venture funds

LPs invest one deal at a time

Online closing and tracking

Deals by experienced angels & VCs

Leads earn carry—no mgmt fees

LPs can opt out of any deal

Designed for scale: 165 syndicates

Often founders, close to startup community

LPs are individuals or institutions

How syndicates work



Elad Gil

BACKED BY
38 investors

\$150k



PATIENTS KNOW BEST

\$175k allocation

\$25k Elad

\$150k syndicate

15% carry to Elad
5% carry to AngelList

No management fees



Elad Gil

\$25K



PATIENTS KNOW BEST

SYNDICATE

38 investors

\$158K

\$150K

AL-Patients-Know-Best, LLC

\$8K

Actual Expenses

Blue Sky, LLC Formation Costs,
Banking, Tax & Accounting for
Syndicate Lifetime

ADVISED BY



AngelList

Advisors

SEC-Registered

Exempt Reporting Advisor

Key Elements of Syndicates

Skin in the game (lead averages 16% of investment)

Insiders vetting deal & terms

Ongoing deal monitoring and decisions by lead

Pro-ratas

Online/automated accreditation checking, closing, funding

Smaller investments allow more diversified portfolios

Ready for Institutional Capital?

Syndicate Issues

1. Need clarity from SEC that VCs (ERAs) can invest in SPVs that share an advisor
2. Syndicates aren't allowed under the current crowdfunding regulations (no SPVs, no carry).
Allowing them to work under both accredited online investing and unaccredited crowdfunding would help both.



Thank you

Backup Slides

165 active syndicates



Elad Gil

INVESTOR

Airbnb, Square, Pinterest

FOUNDER

Color Genomics, Mixer Labs

TEAM

Former VP Twitter,
Google



Foundry Group

INVESTOR

Zynga, Harmonix,
ReturnPath, Admeld,
Sendgrid

SYNDICATE

FG Angels



Dave Morin

INVESTOR

Nest, Dropbox, Slack

FOUNDER

Path

TEAM

Facebook Platform & Connect

165 active syndicates



Paige Craig

INVESTOR

Lyft, Twitter, Postmates

FOUNDING PARTNER

Arena Ventures

TEAM

US Marine Corps



Scott & Cyan
Banister

INVESTOR

Uber, Zappos, Thumbtack

FOUNDER

Ironport, Topsy

BOARD MEMBER

Paypal, Postmates



Tom Fallows

INVESTOR

Wanelo, SpoonRocket

FOUNDER

Mercantila, Google Express

TEAM

Head of Uber Global Expansion

4,400 syndicate investors—many founders



Joshua Schachter

Founder of
del.icio.us



Steve Case

Co-founder of AOL



Othman Laraki

Co-founder of Mixer Labs



Stephan Paternot

Co-founder of
theglobe.com



Jared Kopf

Founder of AdRoll



Ben Davenport

Co-founder of
Beluga

Over 700 startups funded

shyp

RAISED ONLINE

\$748K

SYNDICATED BY

Tim Ferriss

sprig

RAISED ONLINE

\$150K

LUXE

RAISED ONLINE

\$500K

SYNDICATED BY

Rick Marini

Over 700 startups funded



RAISED ONLINE

\$779K

SYNDICATED BY

Naval Ravikant



RAISED ONLINE

\$163K



RAISED ONLINE

\$615K

SYNDICATED BY

Jenny Rooke

Follow-on rounds from top VCs



RAISED ONLINE

\$141K

FOLLOW-ONS

\$65M

INCLUDING

Bessemer



RAISED ONLINE

\$748K

FOLLOW-ONS

\$60M

INCLUDING

Kleiner Perkins



RAISED ONLINE

\$150K

FOLLOW-ONS

\$57M

INCLUDING

Accel Partners

Follow-on rounds from top VCs



RAISED ONLINE

\$163K

FOLLOW-ONS

\$31M

INCLUDING

Bessemer

TRADES Y

RAISED ONLINE

\$225K

FOLLOW-ONS

\$30M

INCLUDING

Kleiner Perkins

LUXE

RAISED ONLINE

\$500K

FOLLOW-ONS

\$20M

INCLUDING

Redpoint

“Venture” for small deals



Sumon Sadhu

@sharpshoot · Feb 2015

I credit @Angellist for giving me the platform from being an angel to a fund overnight that has brand and reputation. Firms are noticing.

Company Benefits



Shyp

@shyp · Dec 2014

@tferriss' syndicate is a built-in network of advocates, acting like a megaphone on our behalf.

Investor benefits



John Danner

@jwdanner · Feb 2015

Can you love a company? @AngelList just let me make a pro-rata investment in a deal in the same 45 seconds as initial. Seriously awesome!