10. CONNECT THE CAPITAL DELIVERABLES:

- Startup Funding Broker
  - Does "blind" due diligence for investors
  - Impartial, independently funded
  - Points founders to resources they need to be investor-ready

- Diagnostic Pathway
  - Helps founders navigate capital

- "Where the Dream Meets the Team"
  - A national campaign bringing together communities and telling their stories to achieve a breakthrough philanthropic breakout fund to unlock.

- Insight:
  - Holistic View of Capital Needs + Sources

The flow of funds capital to support ecosystems builders to deploy capital to under served entrepreneurs throughout the US.
<table>
<thead>
<tr>
<th>TEAM MEMBER NAMES</th>
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</thead>
<tbody>
<tr>
<td>Beth McKeon</td>
<td>Jess Canedo</td>
<td>Gwen Grant</td>
<td>Kate Stewart</td>
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<tr>
<td>Kim Lane</td>
<td>Melissa Bradley</td>
<td>Deb Whitman</td>
<td></td>
<td></td>
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<tr>
<td>Jensen Roll</td>
<td>Charles Barnes</td>
<td>Kate Hodel</td>
<td>Doshn Shay</td>
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</table>
Defining a “good deal”

- Infographic that highlights
  - Nontraditional Structure-Supporting (+ fund/biz)
  - Implicit Bias-Addressing
- Educating investors and entrepreneurs
- Stage appropriate
<table>
<thead>
<tr>
<th>Deliverable Name:</th>
<th>Good Deal Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission Title:</td>
<td>10</td>
</tr>
<tr>
<td>Table:</td>
<td>49</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>Application</th>
<th>Impact</th>
</tr>
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<tbody>
<tr>
<td>what are you delivering today?</td>
<td>how does it work? how will it be used?</td>
<td>how will it help ecosystem builders? what systemic issues will it address?</td>
</tr>
<tr>
<td>A broker that helps startups/early-stage businesses connect in a way that removes the potential for bias</td>
<td>The good deal guide acts as a centralized broker of deals - offering dealflow to investors and potential support for startups</td>
<td>This will result in more deals for entrepreneurs from overlooked backgrounds in tech.</td>
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<table>
<thead>
<tr>
<th>Team Members</th>
<th>Partners &amp; Resources</th>
<th>Next Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>who is working on this? include contact info and any future plans or commitments</td>
<td>what partners and resources should be engaged going forward?</td>
<td>what should happen next? where would you like to see this go in future iterations?</td>
</tr>
</tbody>
</table>
CONTRIBUTIONS

Stanford Latinx Entre. Exec Ed Intro to Investing Key Part of Program

Connecting people in your networks to create "Friends & Family"

KC Rise Fund

Explore/invite outside investment groups all good fit to establish local branch.

Develop "in-kind" deal distributed networks to provide resources & capacity to startups in specific clusters

Resource Rail

Viral/Founder Roadmap

Leveraged capital products (secondary mkt, Fund of Funds)

Local gov $ for inclusivity & entrepreneurship

Build regional?

Statewide Collaborative Dealflow - investor networks

Implicit Bias Education for Investors/Backers/Philanthropy

Non-profit & supported microVC INMOTION
Deal flow
- Non-competitive local deal flow

Non-competitive local deal flow

System + Individual Bias
- Non-white male fund managers or funding decision makers
- Risk-averse investors (prefer traditional industries)
- Lack of due diligence capacity for smaller investors

Educational Structures
- Disconnect between entrepreneur & investor expectations
- Education for entrepreneurs & investors
- Lack of product to support diverse investment
- Funding for entrepreneurs who don't fit traditional VC but beyond debt

Uneducated Community members/investors
- No access to wealthy friends + family (need help w/startup costs)

Unlocking existing capital
- Risk adverse capital

Education
- Education of founders and investors about ways to fund diverse business models
<table>
<thead>
<tr>
<th>Type of capital &amp; financing</th>
<th>Friends/families</th>
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<tbody>
<tr>
<td>Deal Structure</td>
<td>debt equity</td>
</tr>
<tr>
<td>Stage of Company</td>
<td>red/share</td>
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<tr>
<td>Type of Company, biz model</td>
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