National Energy Efficiency Conference 2016

Future Focus: Innovation in new products and markets

Southern Cross VENTURE PARTNERS

Venture capital investing in clean energy. Really??

1957: Fairchild case study

From left to right: Gordon Moore, C. Sheldon Roberts, Eugene Kleiner, Robert Noyce, Victor Grinich, Julius Blank, Jean Hoerni and Jay Last. (1960)

Founder of KPCB, Kleiner Perkins

Southern Cross Venture Partners [2006 / FUM $420M]

E PARTNERS

How does it work?

Investment in private company equity

at the earlier stages of company lifecycle

with the expectation of high return (> 30%IRR)

in exchange for taking a significant risk

which is managed by active involvement

shareholder and board rights.

How to engage with a VC

Get a referral: *"I won't even talk to a guy about funding his business if he/she isn't smart enough to figure out how to get an introduction to me" Steve Jurvetson DFJ*

Start building a relationship early; Not "I've gotta close on a million bucks next week"

Develop a business plan & write a professional Information Memorandum:
Idea, Team, Market, Strategy, track record, deal terms

Understand what the funds mandate is and who you are meeting
Cleantech, healthcare, consumer?

Have some simple hooks: a track record and a VISION FOR DISRUPTION

Haggle (but not too hard) about the terms
Make sure you understand the language and typical deal terms / structures

Embrace the due diligence process!
Don't lie, Be responsive, keep calm

The Future?

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