



KEY ATTRIBUTES OF SUCCESSFUL ENTREPRENEURS:

RESOURCES, STRATEGIES, & BEHAVIORS WORKSHOP

Alternatives to VC funding/
the latest in term sheets

Effective pitching strategies

What works and what doesn't



WORKSHOP SCHEDULE

2:00 pm to 2:35 pm	Rhys L. Williams	Workshop Overview, Trends, Behaviors of Successful Entrepreneurs
2:35 pm to 2:50 pm	Jon Cole	Prospecting Strategies for Funding Sources
2:50 pm to 3:10 pm	Kathy Chiu	Effective Pitching Strategies: What Works and What Doesn't?
3:10 pm to 3:35 pm	Mini Panel	Latest Trends in Term Sheets and in Early-stage Venture Finance Marketplace
3:35 pm to 3:45 pm	Break	
3:45 pm to 4:00 pm	Kathy Chiu	Alternatives to VC Funding
4:00 pm to 4:15 pm	Jon Cole	Resources Successful Entrepreneurs Should Tap in the Hunt for Capital
4:15 pm to 4:25 pm	Paul Sohl	Specific Resources Available in the Florida High Tech Corridor
4:25 pm to 5:00 pm	Rhys L. Williams	Loose Ends, Q&A, and Conclusion

RHYS L. WILLIAMS

**President,
FloridAngel Capital Advisors;
Chairman Emeritus,
New World Angels**



JON COLE

**Managing Director,
Rio Vista Advisors;
Co-Founder,
New World Angels**



KATHY CHIU

**Founding Managing Partner,
DeepWork Capital**



PAUL SOHL

CEO,
Florida High Tech Corridor



Rhys L. Williams

Harvard College

UF – Law & MBA (6 years apart)

U.S. Army Special Forces (“Green Beret” / “Combat Diver”)

SI Ventures (\$163MM venture capital fund, affiliated with Gartner)

New World Angels – Co-founder, Past President, Chairman, now Chairman Emeritus

Florida Institute for the Commercialization of Public Research (FICPR) – Fund Treasurer; Appointee

FAU Tech Runway – Managing Director

Biotechnology Entrepreneur – 10 years

MOST IMPORTANTLY: FLORIDA VENTURE FORUM BOARD MEMBER(!)





**PATIENT
POLITE
PERSISTENCE
PAYS!**

Patient Polite Persistence

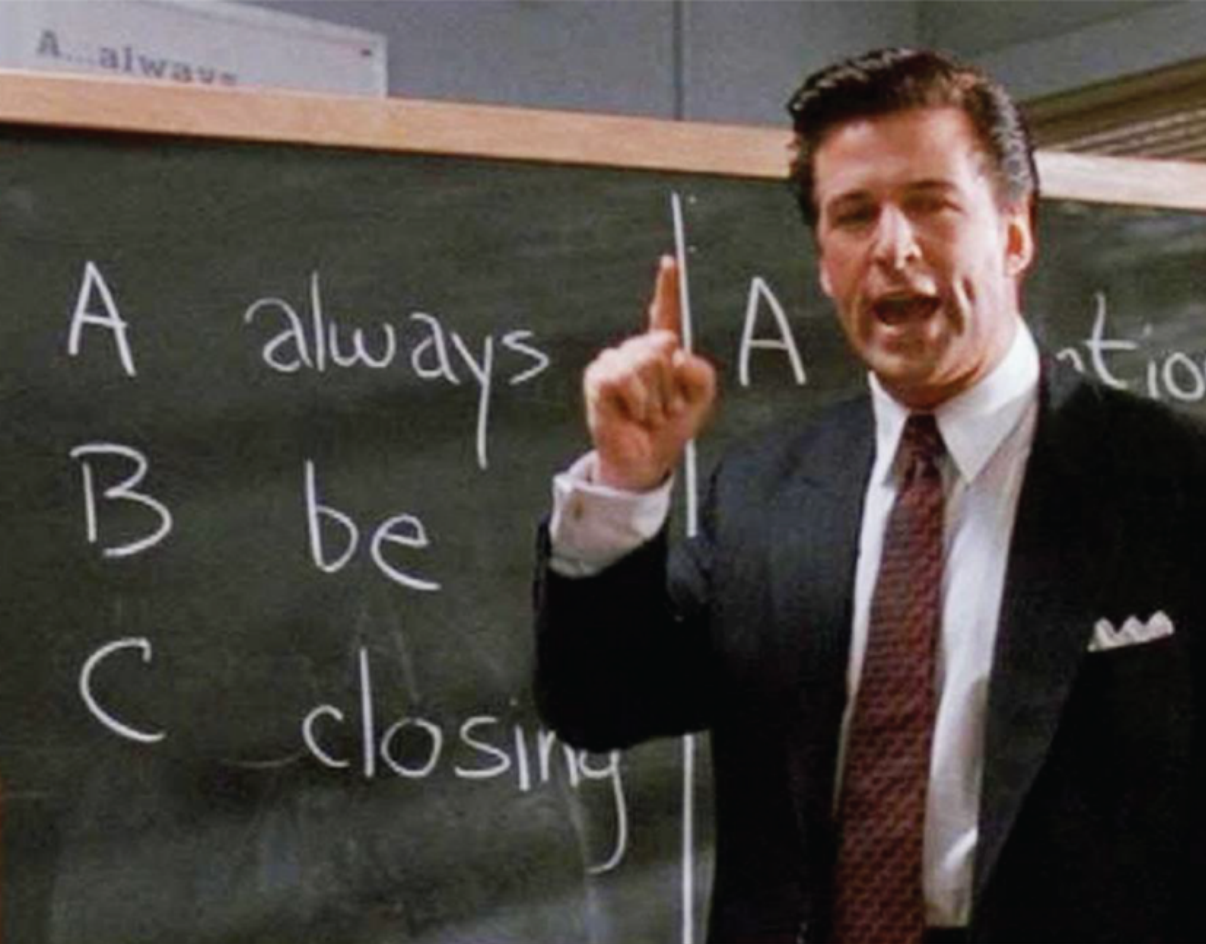
PATIENT

Depending on the market, it can take:

6 to 12 months to raise \$250K to \$1MM

9 to 18 months to raise \$1MM to \$5MM





Therefore...

ABC = Always Be Closing

(or, Always Be Raising Cash = ABRC),
but do it in a “staged manner”

Plan overlapping rounds,

as an overlay to your capitalization
plan, or “cap plan;” TBM

**First 3 Rules of
Entrepreneurship =**

[Don't Run Out of Cash]³

POLITE

Know your customer (the investor).

Many options available to them, other than your venture.

Lack of urgency (often).

Many claims on their time.

SEASONALITY is a thing.

Understand the cycle.

Appreciate that the window shuts during summer and between Thanksgiving and the first week of January.

Investors have the option of only doing business with entrepreneurs that they respect, trust, and LIKE.

PERSISTENT

**Persistence =
Perseverance**

**Drip, drip, drip, with
“Goldielocks” frequency**

**Build the relationship,
while building credibility**

***But, when does
Persistence = Futility = Stupidity?***





BEYOND THE CLEVER ACRONYM...

*What else does it take?
Which behaviors?*

Coachability

Excellence at Team Building & Management

**“Eyes on the Prize” mentality –
move beyond the small stuff**

[MTFD]³ = [Take the money]³

**Work ethic (“Sincerity begins at
100 hours/week...”)**

Responsiveness

Family & Personal Alignment

Faith or “Mission”

JUST DO IT (Pitch), Daily



CONTACT INFO



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THANK YOU!



Rhys L.
Williams JD MBA