

# Virginia SBDC

## Management Training Report

### Event Information

Event Information			Center & Event #:	70-2023-13
Event Title	Start Date	Start Time	Program	Event Status
Angel Investors/ICAP	10/20/2023	8:00:00 AM	SBDC	Verified
Site	End Date	End Time	Sub-Program	Reviewed By
LRCC	10/20/2023	9:00:00 AM	Not Set	ckriz
City, State & Zip	Sessions	Total Hours	Entry Person & Date	
Middletown, VA 22645	1	1	ckriz on 11/27/2023 8:25:53 PM	
Event Topic	Program Format		Language	
Financing/Capital			English	

### Number of Attendees

Total Attendees	In Business	5	Active Duty	0	Asian	0	Native Amer.	1
6	Disabled	2	Veterans	1	Black	0	Pacific Islnd.	0
Underserved	Women	3	Service Disabled Vet.	0	North African	0	White	5
5	LGBTQ	0	Reserve/Nat. Guard	0	Middle Eastern	0	Hispanic	1
			Spouse of Military Member	0				

### Resources Participating

<input checked="" type="checkbox"/> SBDC	<input checked="" type="checkbox"/> Educational Institution	<input type="checkbox"/> Online Training Resource	SBA Office: None
<input type="checkbox"/> SCORE	<input checked="" type="checkbox"/> Chamber of Commerce	<input type="checkbox"/> SBA District Office	Other Govt. Agency: None
<input type="checkbox"/> WBC	<input type="checkbox"/> Trade or Professional Assoc.	<input type="checkbox"/> Native American Center	Other: None
<input type="checkbox"/> VBOC	<input type="checkbox"/> For-Profit Organization		

### Attendee Fees

### Fee Distribution

Attendee Count:	Full Fee #	Discount Fee #	No Show #	No Fee #	SBDC	SCORE
	0	0	0	6	\$0.00	\$0.00
Fee Income \$	Full Fee \$	Discount Fee \$	No Show \$		WBC	SBA
	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00
Other Income \$	Other \$		Total Fees Collected		Co-Sponsor	Total Distribution
	\$0.00		\$ 0		\$0.00	\$ 0

### Event Notes

### Public Information

Standard Fee \$	Web Info: Address,Directions, URL, etc.	Misc. Public Information
\$0.00		
Alternate Fee \$		
\$0.00		

# Power Up Your Business Conference

## Angel Investors/ICAP Breakout Session

Friday, October 20, 2023

	Print Name	Company	Signature
1	Rachael Wood	Indigene by Rachael	Rachael Wood
2	SABRA VACH	REAL PROPERTY MANAGEMENT	SABRA VACH
3	John Fogle	Shenandoah Co.	John Fogle
4	Jodi Adams	FNB Bank	Jodi Adams
5	Rafael Caballero	UMA	Rafael Caballero
6	Doreen Martinez	Gaia Consulting	Doreen Martinez
7	John & Lauren Rickerson	MA	John & Lauren Rickerson
8	Robin Owens	Game Plan Career Prep	Robin Owens
9	KRAVENHILL OLEKSI	MR Decker's Company LLC	KRAVENHILL OLEKSI
10	Eka Kapoti's	Nature Transformation Wisdom School Entry 2-	Eka Kapoti's
11			
12			
13			

# Speaker Introduction

TJ Master is a go-to-market expert, intrapreneur, and entrepreneur with experience in Communications Services, Information Technology, Media, Aerospace, and Defense. His experience spans the B2C, B2B, and B2G segments. TJ has led growth for a global communications company from startup to over \$100 million in annual revenue with operations in six countries and an IPO on the NASDAQ.

TJ enjoys developing strategic relationships with multiple stakeholders based on shared value and trust. He has a strong focus on business scaling, creative problem solving, and delivering ROI. With a passion for industry and market analysis, TJ seeks insights, connects the dots, and blends strategy and creativity to drive results. He holds an MBA from American University, and a BS from Delhi University.

This is a Zoom presentation

**SBDC**  
**Summary of Training Evaluations**  
**(Attach to Form 888)**

**Title of Training:** ICAP.Angel Investors  
**Date Offered:** 10/20/2023  
**Location:** Middletown

**Analysis of Responses to Question #5: "Overall, the training was worth my time and investment."**

**From ALL Evaluation Forms:**

Number of check marks in Column 1 (Strongly Agree)	<u>8</u>	X	<u>5</u>	=	<u>40</u>
Number of check marks in Column 2 (Agree)	<u>1</u>	X	<u>4</u>	=	<u>4</u>
Number of check marks in Column 3 (Undecided)	<u>0</u>	X	<u>3</u>	=	<u>0</u>
Number of check marks in Column 4 (Disagree)	<u>      </u>	X	<u>2</u>	=	<u>      </u>
Number of check marks in Column 5 (Strongly Disagree)	<u>      </u>	X	<u>1</u>	=	<u>      </u>
<b>TOTAL SCORE</b>					<u><b>44</b></u> (a)

<b>Total Number of Forms Received</b>	<u>8</u>
<b>Total Number of Attendees</b>	<u>10</u>
<b>Percentage of Response</b>	<u>80%</u>

<b>Total Number of Forms Received</b>	<u>8</u> (b) X 5 = <u>40</u> Maximum Score (c)
Divide (a) by (c)	= <u>110%</u> <b>Level of Satisfaction</b>
Divide (a) by (b)	= <u>5.50</u> <b>Average Score</b>



## SBDC Training Course Evaluation

**Name of Training Class**    **Angel Investors/ICAP Program**

**Date**    **10/20/23**

**Location**    **Middletown. VA**

Your response to this form is very important to us as we strive to bring you the highest quality training available. The information you provide is anonymous and confidential and will be used collectively to evaluate our training program.

Please indicate one response on each line.

		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1. The seminar gave me a good working knowledge of the subject matter.			✓			
2. The seminar environment was conducive to my learning.			✓			
3. The handouts were helpful.			✓			
4. The presenter was knowledgeable on the subject matter.	TJ Masters	✓				
5. Overall, the training was worth my time and investment.			✓			

Additional comments:

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What other topics you would like to see offered? \_\_\_\_\_



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Additional comments:

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Additional comments:

*Great content, great presenter. 10/10!*

What other topics you would like to see offered?

*AI*



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Additional comments:

Would like to follow TJ via Linked In  
is there a link?

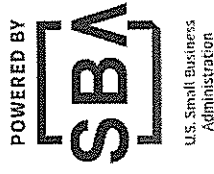
What other topics you would like to see offered? \_\_\_\_\_



**ICAP**  
Innovation Commercialization  
Assistance Program

# Angel Investment and ICAP Overview

October 20, 2023



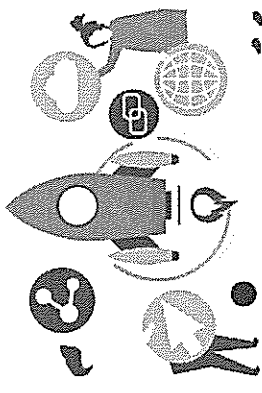
The Virginia SBDC Network is funded in part through a cooperative agreement with the U.S. Small Business Administration, George Mason University, and local host institutions. The Virginia SBDC is credentialed in technology by America's SBDC.

# What is ICAP?

- Long term 1:1 advising and mentoring for Virginia based technology and innovation driven startups
  - Early-Stage: Validating your business model and preparing for funding
  - Later-Stage: Growing and scaling your startup

- ICAP Community

- Connect entrepreneurs and partners to resources throughout Virginia





# ICAP 2018 - Present Impact

**1287**

Clients Served

**\$170M**

Capital Impact

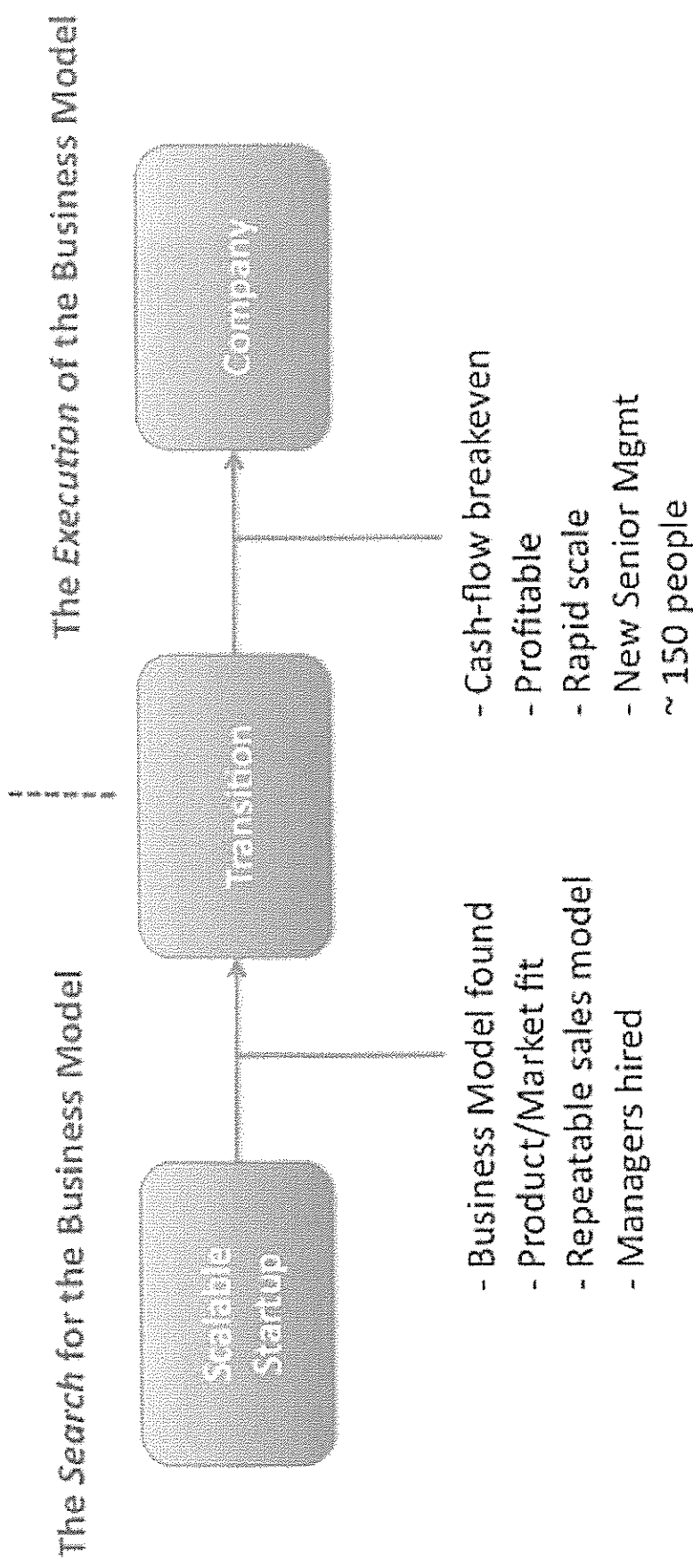
**53**

New Business Starts

**467/419**

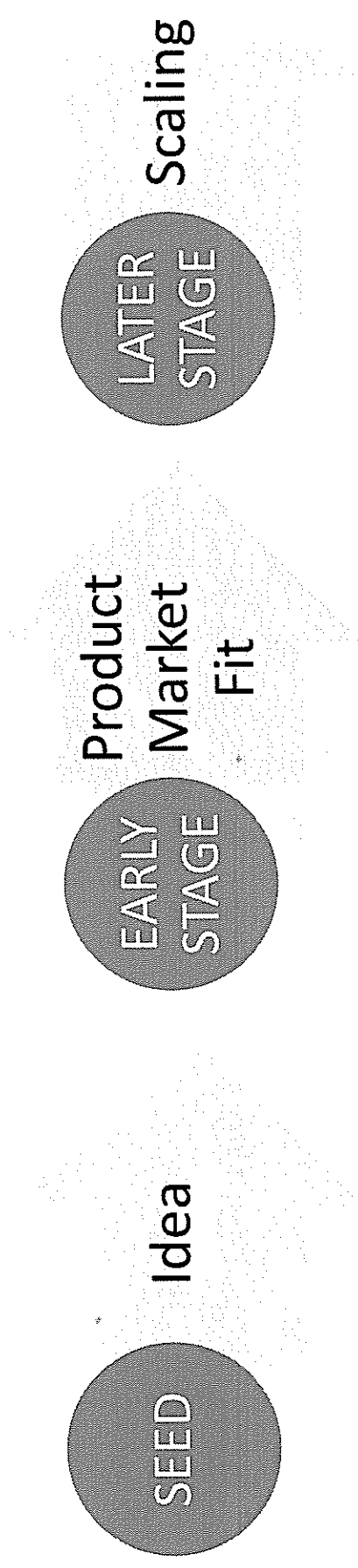
Jobs Created / Retained

# Search (Startup) vs Execution (Company)



"The Startup Owner's Manual" - Steve Blank

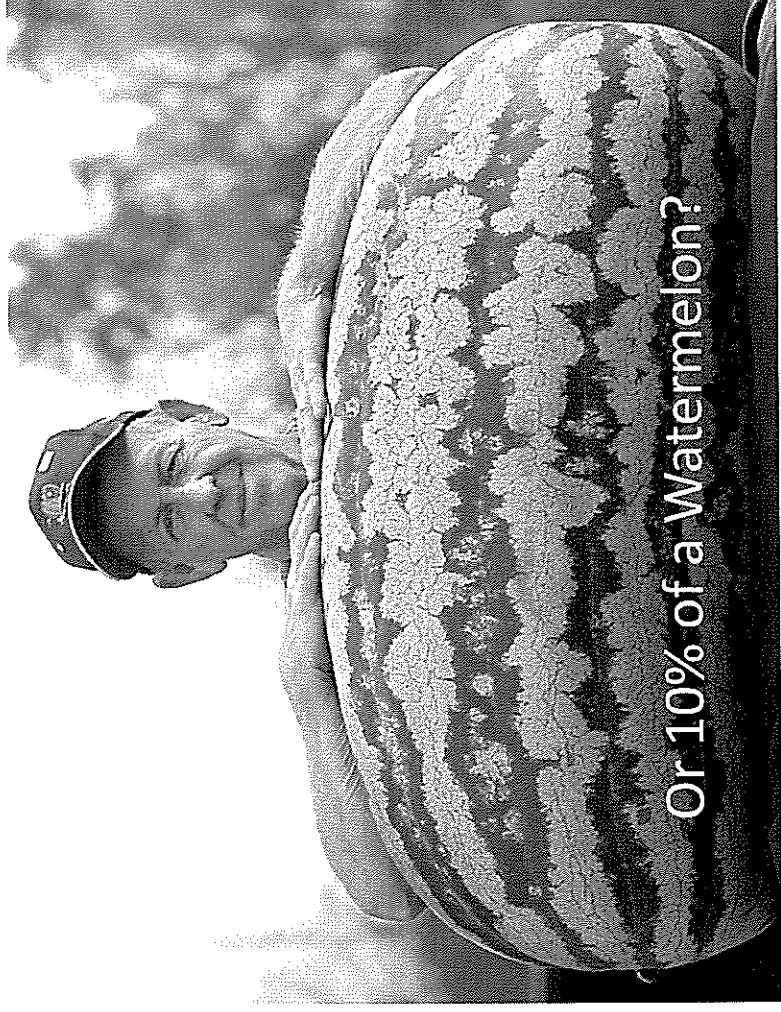
# Investment & Growth Stages



<https://steveblank.com/2021/11/04/market-definition-its-the-front-end-of-customer-discovery/>

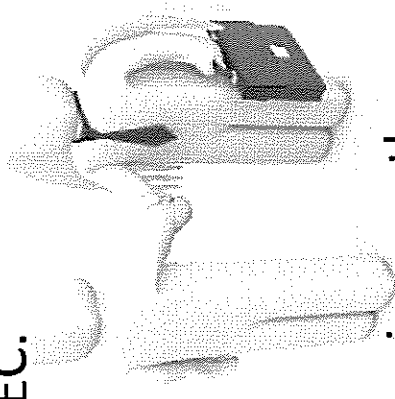
## Another metaphor ...

Do you want to own  
100% of a grape?



# Angels – Who they are.

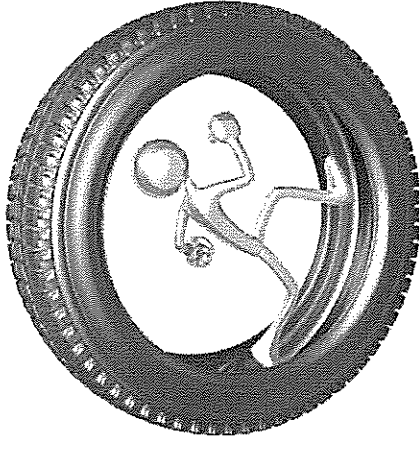
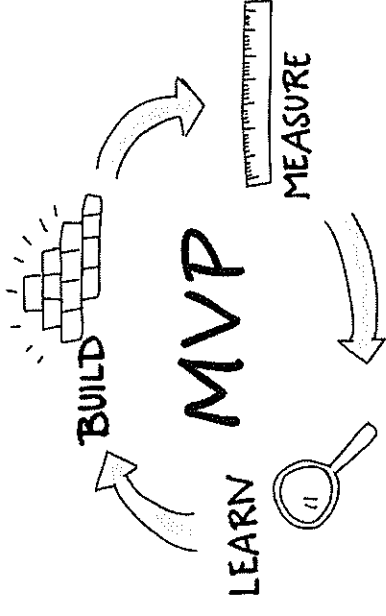
- High net-worth individuals who invest their own money in start-up companies in exchange for an equity share of the businesses.
- Accredited investors who meet requirements of the SEC.
- Often former entrepreneurs themselves.
- Make investments in order to:
  - gain a return on their money
  - to participate in the entrepreneurial process
  - give back to their communities by catalyzing economic growth
- Angels make a return on their investment when:
  - the entrepreneur successfully grows the business
  - and creates an “Exit”



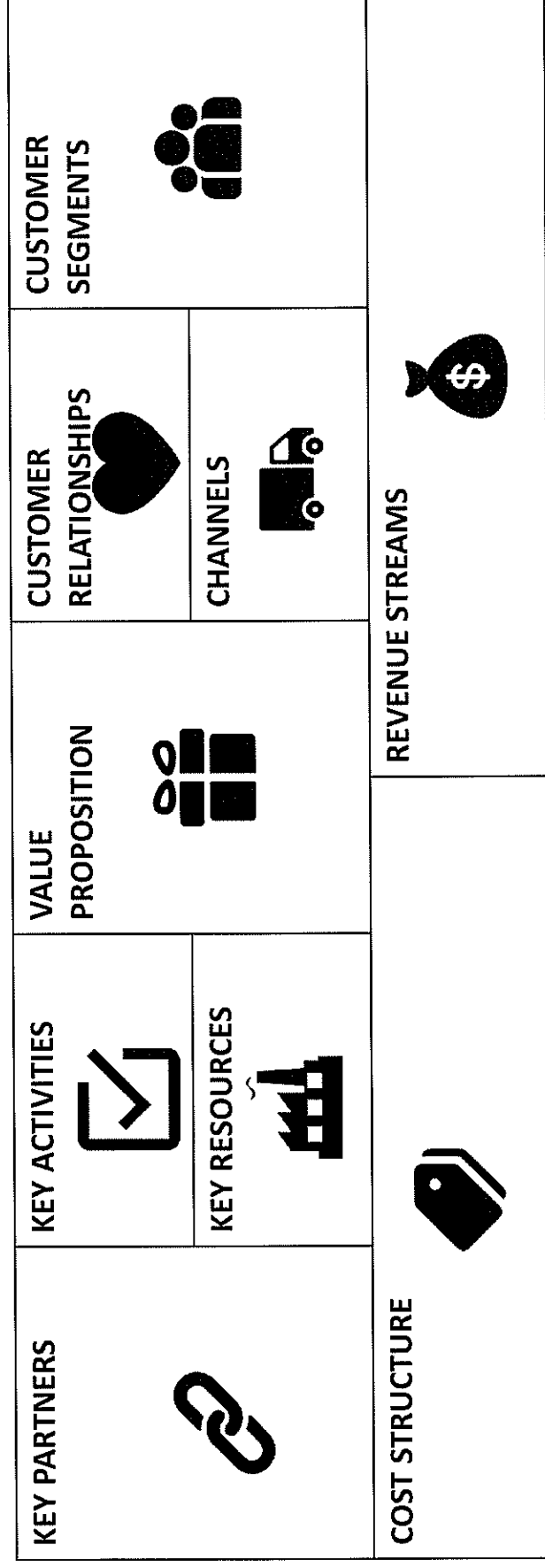
# What really impresses investors is... traction.

“Traction” is evidence that your product or service has proven that it provides real value in a real market with real customers

- Product Market Fit
- Has a valid business model
- Has a sustainable growth based on a repeatable sales process
- Started the “hockey-stick” adoption rate
- Financial projections are based on real evidence



# Lean Startup and the Business Model Canvas



A Better Way to Think About Your Business Model, Alexander Osterwalder, 2013

<https://hbr.org/2013/05/a-better-way-to-think-about-yo>

**Why the Lean Start-Up Changes Everything**, Steve Blank, 2013 <https://hbr.org/2013/05/why-the-lean-start-up-changes-everything>



# Checklist

- ✓ **Market potential** - Identify your customer and your market. Some of the best companies invent their own markets.
- ✓ **Competition / alternatives** - Who are your direct and indirect competitors. Show that you have a plan to win.
- ✓ **Business model** - How do you intend to thrive?
- ✓ **Team** - Tell the story of your founders and key team members.
- ✓ **Financials** - If you have any, please include.
- ✓ **Vision** - If all goes well, what will you have built in five years?

# Dilution

