Red Bear Angels
Connecting Cornell Entrepreneurs

RED BEAR ANGELS IS NOT ENDORSED BY OR AFFILIATED WITH CORNELL UNIVERSITY.
THE RBA PURPOSE

We offer Cornell entrepreneurs access to a network of active alumni with relevant operational expertise.

Likewise, RBA gives active angel investors a direct channel to the innovations tied to Cornell, through a professional diligence service.
Red Bear Angels is the premier angel group focused entirely on the growth of Cornell University’s entrepreneurial network.

Our members are those interested in making angel investments and/or advising early-stage companies founded or led by Cornell alumni, students & faculty.

Red Bear Angels can opt into or out of each opportunity, investing directly into companies as angel investors.

Meanwhile, entrepreneurs access a broad range of successful alumni with diverse industry backgrounds.
Red Bear Angels is at the center of today's top-notch investment opportunities emerging from Cornell University - including Cornell Tech - as well as its alumni base.
An active angel network combined with a platform of industry connections. The RBA Management team takes companies through a comprehensive diligence process before presenting them to the network.

INVESTMENT APPROACH

The ideal RBA investment opportunity consists of:

- A **passionate** team that is
- Solving a **real problem** through
- A **clever business model** in
- A rapidly **growing market** and has garnered
- Capital commitment from at least one RBA member with **relevant expertise**
- At the **seed or Series A** round, unless otherwise agreed upon by the RBA management board.
As of Q1 2016, Red Bear Angels had made 10 investments, already realizing one 4x exit within two years of initial contribution.
Red Bear Angels operates with a talent thesis, doubling down on the engineering driven, vertically trained talent from Cornell's community.

RBA takes a sector agnostic approach, though the portfolio is largely representative of those industries endemic to Cornell alumni.

**INVESTMENT THESIS**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ed Tech</td>
<td>50.6%</td>
</tr>
<tr>
<td>IT - Enterprise Services</td>
<td>17.4%</td>
</tr>
<tr>
<td>eCommerce</td>
<td>13.7%</td>
</tr>
<tr>
<td>Electronics &amp; Instrumentation</td>
<td>9.1%</td>
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<tr>
<td>Retailing &amp; Distribution</td>
<td>6.1%</td>
</tr>
<tr>
<td>Other &amp; Miscellaneous</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

Investment Value by Industry - All Accounts
Regardless of an investment, our pledge is to connect entrepreneurs with truly helpful people, so long as there is a clear strategic fit with someone in our membership and/or wider network.

INVESTMENT PROCESS

1. The Managing Director’s team will host a **30-minute screening** to vet market, management and product.
2. They will select 2 companies every 2 weeks to **present to the Advisory Board**.
3. After a vote, the Board will proceed to the **Diligence deep-dive**.
4. 2-3 companies will be **invited to pitch** per month, based on interviews with RBA members with relevant domain expertise.
5. All RBA members are invited to join the pitch and participate in the round.
Red Bear Angels has a history of leveraging its network of relationships to offer its members access to otherwise oversubscribed and unattainable investment opportunities.
Members receive invitations to monthly pitch events.

2-3 professionally vetted companies will present to our group in a setting where we have the opportunity to connect and catch up with fellow members.
RBA’s weekly screening sessions are a unique way of connecting with entrepreneurs in the early stages of their fundraising.

Via conference call, members can dial in any Tuesday or Thursday afternoon to hear the raw pitches, pre-vetting.
Members have access to a series of events to share notes and connections with fellow alumni.

RBA offers a series of vertically slanted educational events that foster dialogues among RBA investors, those new to investing, as well as seasoned venture investors who are just learning about Cornell's entrepreneurial alumni network.
RBA’S event series kicked off its educational series with an event on digital media & angel investing.

Panelists Scott Belsky, Chip Meakem, JB Osborne, & Micah Rosenbloom shared their anecdotes in a conversation moderated by RBA's Managing Director to an audience of 65: RBA members and select New York VCs learning about Cornell’s entrepreneurial community.
RBA offers a platform of inclusivity to all Cornell alumni interested in venture.

RBA STAKEHOLDERS

The RBA Network currently includes:
- Benefactors' Circle
- Advisory Board
- Investor Members

And coming soon:
- Young Members
- Industry Fellows
- Ambassadors
The Advisory Board is comprised of 7 seasoned investment professionals and entrepreneurs who meet every two weeks with the Managing Director to advise on deal flow.

Yes, they are all Cornell alumni.

**ADVISORY BOARD**

- Dan Sommer, Serial entrepreneur & growth hacker, Cornell Student Agencies Trustee
- Drew Bagin, Founding team member for RBA, seasoned PE & HNWI financial advisor
- Eric Young, VC firm founding partner, Cornell Engineering, E@C, Cornell Silicon Valley Advisor
- Gus Warren, Venture Capitalist and software entrepreneur
- Harvey Kinzelberg, Serial entrepreneur, Cornell Board of Trustees & Entrepreneur of the Year
- John Alexander, Serial entrepreneur, Cornell Board of Trustees & Entrepreneur of the Year
- Sam Sezak, Private Equity firm Partner
- Thatcher Bell, Venture Capital firm Partner, Investor in Residence at Cornell Tech
Current members of the Benefactors Circle are previous Cornell Entrepreneurs of the Year.

BENEFACCTORS’ CIRCLE

A very select few are invited to invest capital in Red Bear Angels Management.

They receive a portion of carried interest from every RBA investment.

It is not assumed that members of the Benefactor’s Circle also serve on the Advisory Board, though some have chosen to do so.
Members are active angel investors within a close-knit community that receives access to the firm’s continuous pipeline of investment opportunities.

Red Bear Angels is an active group. Whether or not you plan to make direct investments in the opportunities that come through our pipeline, you are committed to offering your involvement.
Red Bear Angels will soon introduce its go-to industry experts for the purposes of diligence and entrepreneur support based on domain expertise.

RBA will also roll out its network of City Ambassadors, actively sourcing deal flow and hosting pitch events to reinforce our network nationally.
Thank you.

-Red Bear Angels Management

Contact: Meghan Cross, Managing Director, meghan@rbangels.com, 203-550-8678

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