

# Small Business Boot Camp

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## Investor Panel

Where Capital Actually Goes – And Why

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GROWTH

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**Kyle Asman**  
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## Meet Our Speakers

# Your Background

A white, torn paper effect is visible at the bottom of the slide, appearing as a jagged, irregular white shape against the black background.



# Briefing:

AI is Everywhere

Defense is Surging

There is a lot Noise



**What do you invest in?**  
Thesis: Stage and Sector

# Raising Capital – Subjective Timeline

**Raise:**     \$500K     \$1-2M     \$2-5M     \$5-15M     <\$25M     >\$50M

**Time:**     0     1.5 yrs     3 yrs     5 yrs     7 yrs     10 yrs

**Series:**   R&D     Seed     Series A     Series B,C     Series D     Exit

**Stage:**     Idea     Start-up     Early     Expansion     Later     IPO

**Source:**   Self, F&F, SBIR, STTR     F&F, Angels     Angels, Venture Capital     Venture Capital, Strategic Partners     Mezzanine     I-Banks

***Welcome to the Mix Foundations, Family Offices, Corporate Innovation and Diversity Funds***

# How do you evaluate?

## Signals of an Investable Company

- Clear customer + path to revenue
- Repeatable execution
- Clean story backed by data
- Team knows the gaps

**Confidence comes from clarity.**

## Deal Killers

- Broken cap table
- Wrong investor onboard
- Weak / messy data room
- Founder-dependent business
- Story > reality

**Unmanaged risk = no deal**

What do you  
want to see?  
What will  
make you  
walk away?



# Questions

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# Contact Info

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