KEIRETSU

FORUM **The Keiretsu Forum Entrepreneur Application - DealRoom Process**

1. Submit your **Application** online at http://www.K4-DealRoom.com
2. Notifications are sent by the site to each chapter you select on the application. ONLY select those chapters that you are willing to travel to present to.
3. Your Application is reviewed by a chapter administrator and either approved or rejected. Each chapter receives between 20-50 applications every month so there is a great deal of competition for the 4-5 monthly presentation spots.
4. If approved you get an automatic email with credentials so that you can log into your now established account on the K4-DealRoom site.
    a. You will be able to come back and edit your application as often as you choose
    b. You will be able to upload your business documents for review
5. After the chapter subject matter experts review your application you are either invited to an upcoming screening meeting, placed in a holding pattern, or rejected. Remember, most chapters are dealing with 20-50 applications a month, it's a competitive funding jungle out there. Some very successful presentations have led to funding events at Keiretsu Forum chapters 2-3 months after the original application was filed!
6. If you have been invited to a monthly **screening meeting** you will hear directly from a chapter administrator who will coordinate the date, location, time of your presentation, etc. If you are a significant distance from the screening meeting location if may be possible to present remotely.
    a. YOU MUST submit your presentation in PPT format at least 48 hours in advance of the screening meeting. It will be loaded on a single presentation system ready to go.
    b. If you are screening live you should show up at least an hour before your scheduled screening time. You will be able, in most cases, to sit in on the other screening sessions which is an educational experience in and of itself. Each chapter typically screens 8-10 companies each month for the 4-5 presentation slots and the schedule leaves no room for missed appointment times. DO NOT BE LATE!
    c. If you are screening remotely you will be given EXACT INSTRUCTIONS on how the chapter handles remote sessions. You MUST utilize the chapter's remote presentation standards, tools, etc. The chapter will provide you with a login to a webinar tool that will hand off control of your presentation deck to you once connected. In most cases your presentation deck will be running on a system at the live location, NOT your remote system. You may also be given a dial-in or Skype number if the webinar package does not support VoIP (audio).
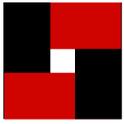
7. At the screening session;
   a. You have EXACTLY 12 minutes to run through your presentation. Do everyone a favor and PRACTICE this until you are sure you can deliver your message effectively and within the time limit.
   b. You then have 8 minutes for Q&A and constructive feedback. You have invested a lot of effort to get this far. We have invested a great deal of time prior to your screening and during your session. Our goal is to help you succeed, not fail, so listen carefully to the feedback.
   c. At the conclusion of the screening session the chapter team votes on all of the presentations and selects the order in which companies are invited to the monthly forum meetings.

8. If you are invited to a chapter **Forum Meeting**(s) you will;
   a. Be notified by a chapter administrator just like the screening meeting.
   b. If you will be traveling a significant distance to the meeting let us know if you would like us to help you with hotel reservations, directions, recommendations for between chapter travel, etc. In Philadelphia, for example, we have an arrangement with a local Hilton hotel just 6 blocks from our meeting location with a special Keiretsu Forum rate about one third of their published standard rate. The rate is subject to availability so the earlier you request rooms the more likely you will get the rate.
   c. Once you have accepted your opportunity to present at a chapter forum meeting the chapter will invoice you for the administrative fee. Some chapters prefer to receive payment prior to the meeting, some accept payment at the meeting. They will tell you their preference.

9. The day of the **Forum Meeting**;
   a. Make sure and show up early if possible as most meetings kick off with a continental breakfast and informal networking time. It never hurts to be there to introduce yourself to the person(s) who may be writing you checks! Again, at most chapter Forum Meetings you will be allowed to sit in on the other presentations.
   b. You will have delivered the final version of your presentation to the chapter 72 hours PRIOR to the MEETING. We are totally responsible for the technical delivery of your message and we willingly accept this responsibility so that all you need to do is present to the receptive audience.
   c. Your session is timed to EXACTLY 20 MINUTES TOTAL. We recommend 10-12 minutes for your formal presentation and 8-10 minutes for Q&A.
   d. You may typically bring 1-2 guests to a forum meeting to see you present. Be sure and ask the chapter meeting coordinator if this is acceptable.
   e. If you have props, samples, etc. you should arrange to have them distributed by the chapter team so that you can focus on your presentation.
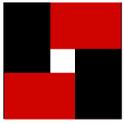
    f. If possible, plan on hanging around until the meeting concludes so that you can meet interested members, answer additional questions, etc.

    g. WE WILL **VIDEO TAPE** your presentation so that it can be uploaded to the DealRoom site after the meeting (this typically takes 5-10 days do to editing and posting). By videotaping your presentation members from other chapters around the world who have indicated an interest in your particular deal space can log in to the DealRoom site and review you materials, view your presentation, complete an electronic Gold Sheet, and participate in the due diligence, etc. We really are the world's largest private equity angel investment community and the DealRoom site exposes your opportunity to every member who chooses to check it out.

10. After the last presentation takes place all entrepreneurs are required to leave the room so that the attendees can perform what we refer to as "Mindshare." Mindshare is the process of sharing all of the positive and critique aspects of each of the presentations. None of these comments are recorded or captured but they obviously influence the decision to move forward or not.

11. What happens next?

    a. Every accredited investor in attendance completes a "Gold Sheet" for every presentation. On this sheet they indicate what they liked or disliked about your opportunity and how they would like to be involved going forward.

    b. We collect the Gold Sheets at the end of the meeting and collate the information. Our goal is to get the summary of these sheets to you in electronic form within 4 business days of the last meeting you presented to. This form will provide you with the necessary information to follow-up with potential investors directly.

    c. Based on the Gold Sheet and Mindshare feedback members offer to get involved with the Due Diligence process. Our goal is to complete the step in as little as 6 weeks but typically it can take 2-3 months, especially if your opportunity is in a complex space with existing competitors. If a due diligence committee is formed for your funding opportunity you will be a part of it, it is not done without your continuing input and feedback.

12. The due diligence is completed and the investment terms have been discussed and tweaked if necessary. If you are in the middle of a funding round with existing investors it may not be possible to tweak the terms. This can work both in your favor and against you getting funded. Whatever terms are agreed upon are made available to all Keiretsu Forum members worldwide via the DealRoom site.