

VC 101

a glimpse into the venture world

by Mark Campbell



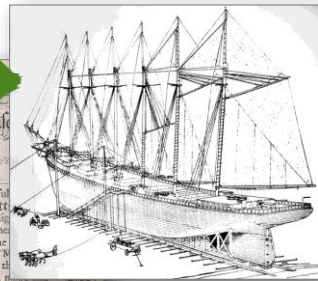
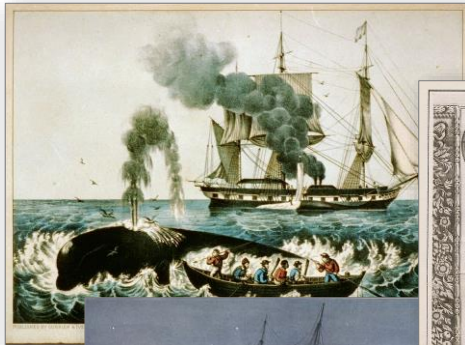
 EVOTEK Labs

it's your future ... go create it

Presenter



Mark Campbell
Chief Innovation Officer, EVOTEK
"IT INNOVATION" columnist, IEEE Computer



*We shall retain one in five
barrels of that ye carry*



Arthur Rock – Fairchild, Intel, Apple

Traitorous 8 & Fairchildren

Gordon Moore – Moore’s Law, Founder of Intel

Sheldon Roberts – founded Amelco (Teledyne)

Eugene Kliener – founded Kliener Perkins Caufield Byers (“The more difficult the decision, the less it matters what you choose.”)

Robert Noyce – founded Intel, visionary

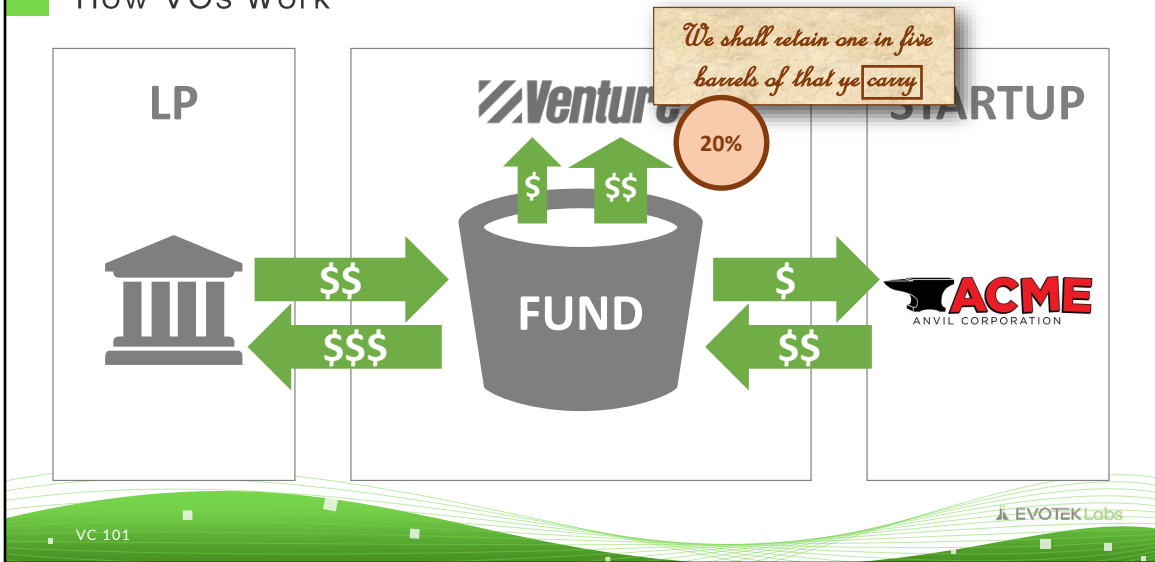
Victor Grinich – CEO of Identronix (RFID in 1978) – now Datalogic

Julius Blank – later developed non-volatile memory at Xicor

Jean Hoerni – Co-Invented IC – Started Amelco (no Teledyne), founded Union Carbide Electronics

Jay Last – Amelco (Teledyne)

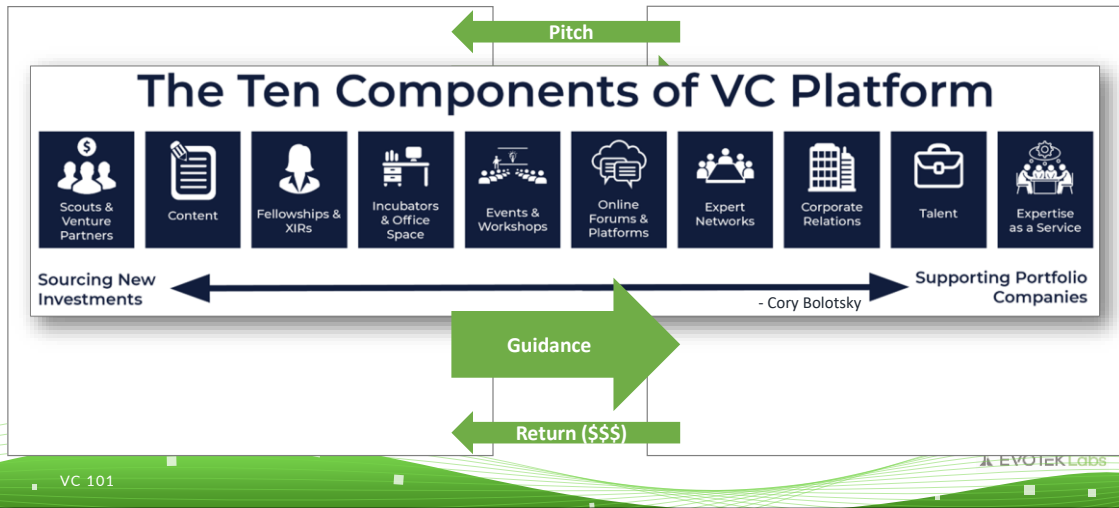
How VCs Work



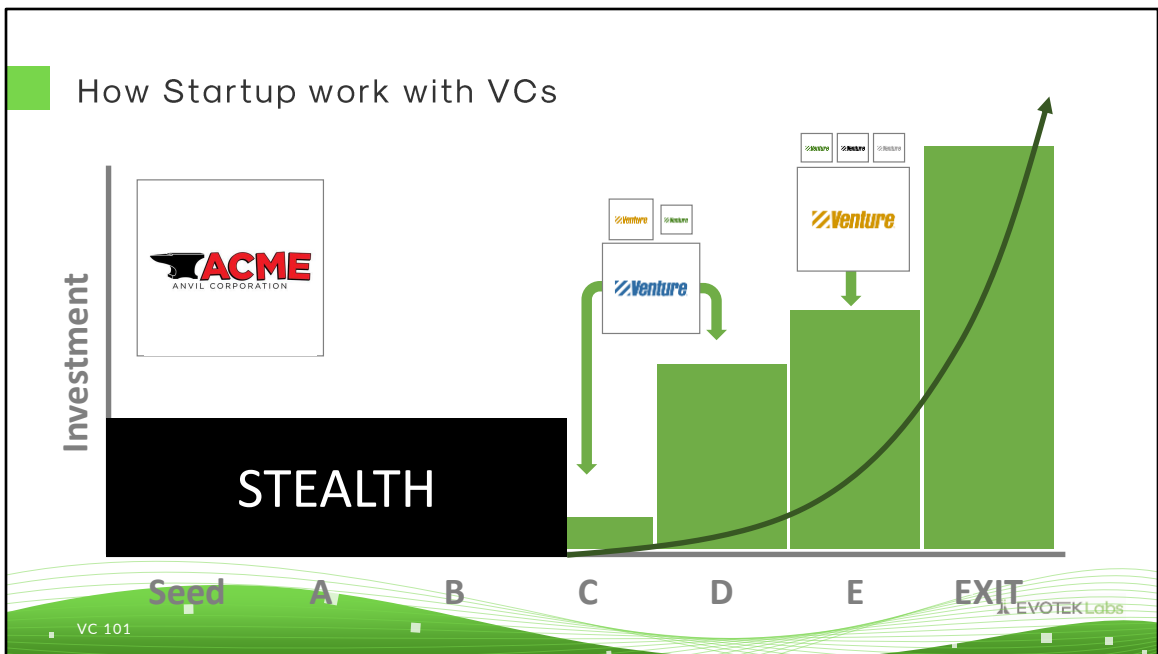
Sequoia (Jim Goetz)

- Invested in Facebook (with Reif Hoffman, Greylock)
- Invested in YouTube (\$1.65B exit) = \$200M Carry
- Invested \$60 million in WhatsApp and made \$3B (50x) = \$588M Carry

How Startups Work with VCs



How Startup work with VCs



Seed – Family & Friends

A – Development (MVP), IP, Alphas

B – Refinement (A/B Testing), Betas, Hiring

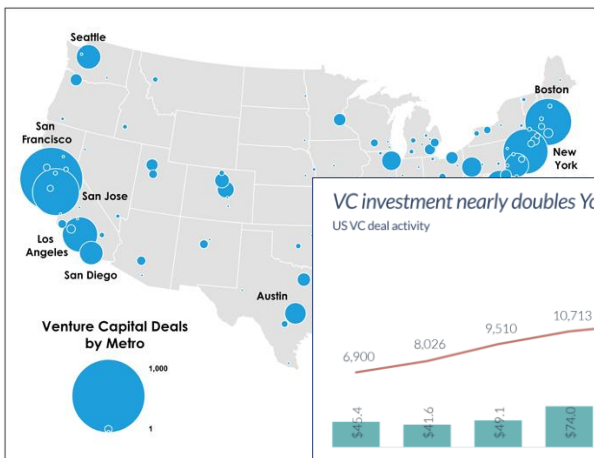
C – General Availability (GA), Sales, Channel, Regional Scaling

D – Global Scaling, Marketing

Growth – E Round and Beyond

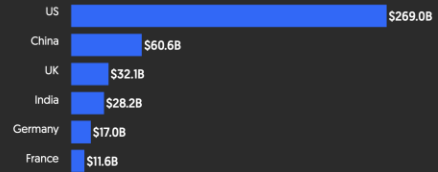
Exit – Bankruptcy, IPO, PE, Acquisition, Grow Big & Buy Back

Where is VC Funding from



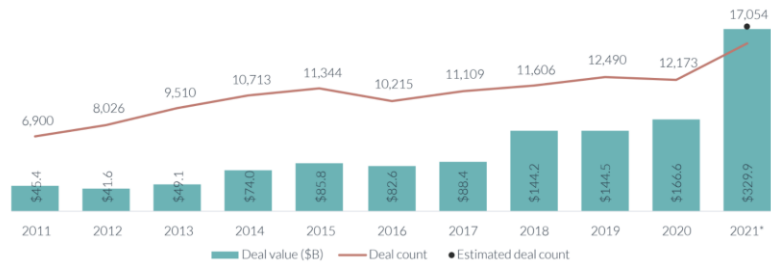
Largest Global Markets For Venture Funding (Past 12 Months)

Based on disclosed rounds in Crunchbase as of October 29, 2021

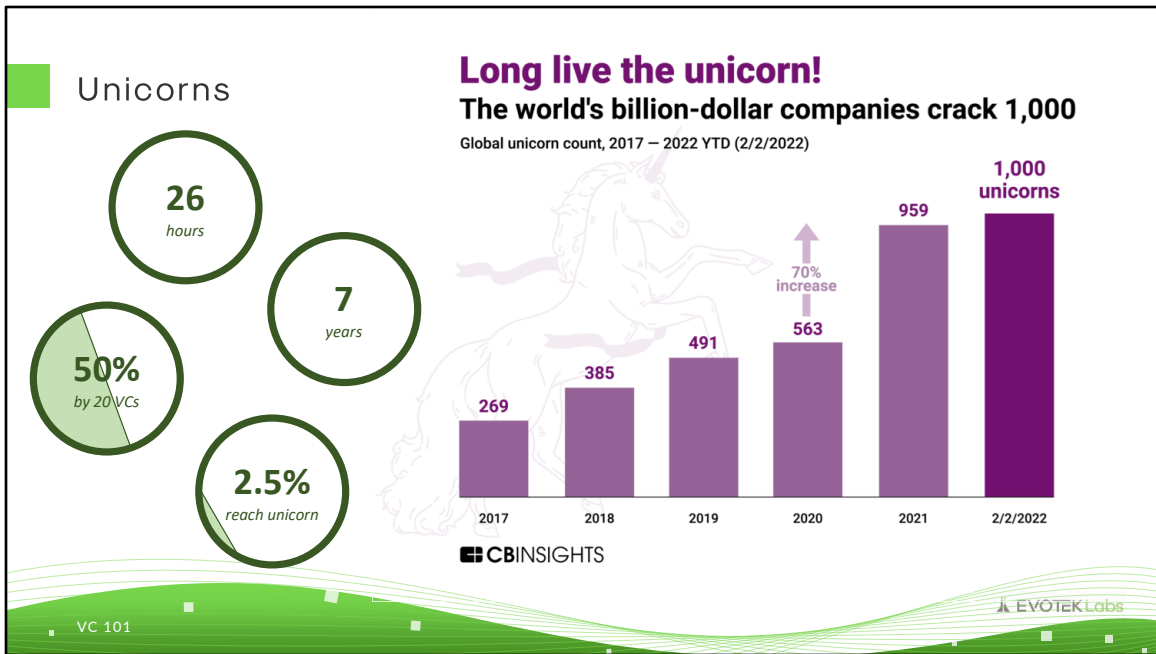


VC investment nearly doubles YoY

US VC deal activity



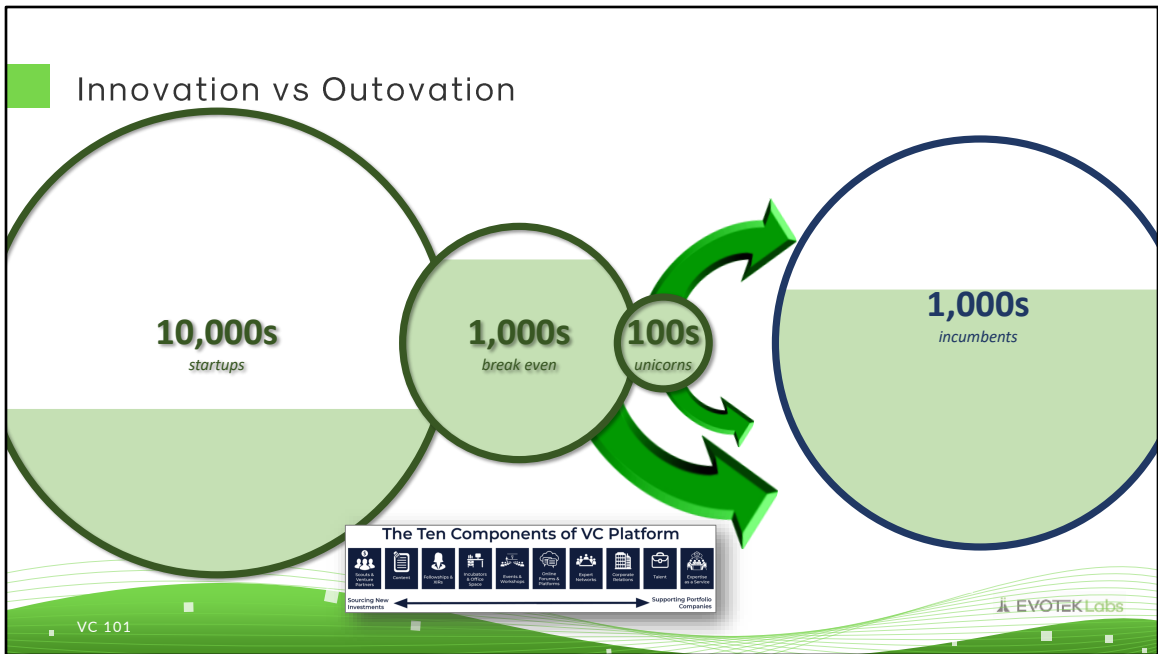
Top geographies: The United States is home to the majority of unicorns (51%), followed by China (17%) and India (6%).



Affinity - <https://www.globenewswire.com/news-release/2022/01/25/2372637/0/en/Affinity-Finds-20-VC-Firms-Fund-Nearly-Half-of-All-Unicorns.html>

- Top categories:** Fintech is the largest category for unicorns, accounting for roughly 1 in every 5 unicorns (21%). It is followed by internet software & services (18%), then e-commerce & direct-to-consumer (11%).
- Valuation distribution:** Only two companies – [Bytedance](#) and [SpaceX](#) – have hit “hetcocorn” status, with valuations of \$100B+. Another 46 companies boast decacorn (\$10B+) valuations, while roughly 31% of unicorns are valued at exactly \$1B.

<https://www.cbinsights.com/research-unicorn-companies>



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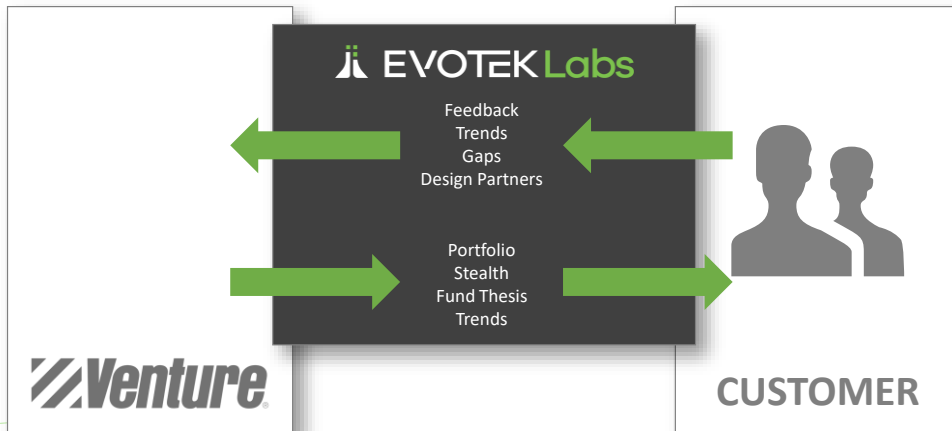


thanks

nothing ventured ... nothing gained

EVOTEK Labs – VC 101

How We Work with VCs



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STRATEGIC	  
TACTICAL	    
TRANSACTIONAL	        
TARGET	           



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Top Tier







Corporate











Micro

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