

Do you have an **UNFAIR ADVANTAGE?**

Becoming the ‘One’

If you are a post-seed pre-IPO company ready to begin or extend its fund raise, you're in good company. According to Forrester, there are some 99,999 early stage companies looking for Series A or B funding on any given day, efforts primarily directed at the many venture capital firms around the country.

What are the odds your venture will be backed by a VC? Not particularly good. According to Greg Gottesman, managing partner at Madrona in Seattle, only about one business plan in 300 receives funding from their group. That's a hit rate of less than 1/300. Your odds of winning on a single spin of a roulette wheel is better than bringing home traditional VC funding.

So what is it that made the difference for the 'One'? The winning business plan has to convince the VC 'screens' that you can satisfy three fundamental criteria:

1. Your business has to fall within one of the VC's defined market niches. If the VC focuses on B2B exchanges, then your consumer-oriented astrology web site will probably not make the first screen. Don't even bother to submit your plan if you aren't certain they fund your type of business.
2. All of the business fundamentals need to be there. You should have a solid management team ready to deliver the results. You should solve at least one point of excruciating pain within your defined market segment, and the market segment should be large (*though you should probably leave that Carl Sagan quote at home during your road show*). Finally, your product should be ready to rock with a few existing customers and have a distribution channel that is ready to roll.
3. You need to wield an unfair advantage, something that will help ensure your enterprise will win and all other comers will place 2nd or 3rd at best.

Unfair Advantage

So what is an 'unfair advantage' and how do you get one?

Unfair Advantage comes in a number of forms. A barrier to entry, such as a technology or process patent can be an unfair advantage. Two or more incredibly strategic alignments, especially those that effectively lock up an entire market segment, are an unfair advantage as well.

Another way to achieve an unfair advantage in terms of raising funds is to have your business offering groomed and hand positioned by well-seasoned and connected industry ‘insiders.’ This is our specialty at the Nth-Level.

Nth-Level Mission

Our mission at the Nth-Level is to groom, position and accelerate the business of post-seed pre-IPO companies.

We enlarge and enable the strategic vision.

We create momentum.

We create urgency.

The Nth Ramp Program

The Nth Ramp program is designed to help the management team quickly organize itself to seek out short-term and long-term opportunities to reposition efforts, maximize upside, and optimize for funding.

Situational Analysis

- Review the current business marketing documents, including business plan, financial projections, road show slides
- Review current product / solution set
- Review target market segment(s) & positioning
- Review marketing communications & PR
- Review sales process, funnel, compensation

Competitive Differentiation

- Analyze competitive landscape, develop competitive map, clarify the competitive advantage



Customer Research

- Interview existing customers and clarify perception of solution in the market

Deliverables

- **Preparation**
Provide recommendations and support to redesign, reclarify, repackage, rebrand and/or reposition the current solution set and business marketing documentation towards successful funding presentations.
- **Introduction**

Scope candidate venture firms based upon their portfolio goals and direction, secure introductions, support presentations made by company officers.

- **Closure**

Follow through to support closure on the venture funding with all parties.

What does it cost?

It can cost you the company if you fail to build and maintain your funding lifeline. Nth-Level fees from the Nth Ramp Program will vary based on the complexity of the product set, the number of markets targeted, and size and complexity of the fund raise. Our work is based on an hourly rate plus a small amount of equity participation. We will be happy to discuss the approach and potential costs with you.

What's the next step?

Best intentions do not achieve results, and nothing promotes failure like inaction. Give us a call and allow us to help you get to your company to the "Next Level".

Nth-Level

18632 NE 139th St.
Woodinville, WA 98072

Phone: (206) 612-9068

eFax: (509) 695-7001

Email: gary@nth-level.com
www.nth-level.com

