

## AllThingsMedia 2010 Venture Forum Fact Sheet

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**AllThingsMedia 2010**, the 21<sup>st</sup> venture forum program produced by venture catalyst Springboard Enterprises, will support and showcase emerging growth media companies led by women to investors and strategic partners. The program:

- Combines virtual access and in-person events in order to maximize value for and connections between program participants and Springboard's international network of entrepreneurs, investors, sector experts and trusted business advisors.
- Involves three program elements: recruitment & qualification, coaching and connections.
- Utilizes Springboard's community building approach by partnering with individuals and institutions that have sector expertise and connections
- Provides visibility for selected emerging growth companies seeking capital or strategic partnerships, offers presentation and demo opportunities at our signature Venture Forum event, and provides ongoing support.

### The Media / Entertainment Sector

Applications are accepted from a broad range of companies within the media and entertainment sectors, including but not limited to:

Digital Media	Search Engines	Video & Filmed Entertainment
Print: Books, Newspapers etc	Social Networking	Video Games
Internet Content	Advertising	Data Mining
Radio and TV	Mobile Telephony	

### Participating Company Application Criteria

All companies should:

- Warrant a need for institutional rounds of investment.
- Demonstrate a defensible business model and, at a minimum, a working prototype/beta of product/service.
- Document a large, qualified and profitable market opportunity with competitive advantage.
- Track record of milestone achievement, such as: product development, distribution or licensing contracts, grants, beta clients, customers, revenue, strategic partnerships, etc.
- Show evidence of a credible core management team (or ability to attract one) with demonstrated ability to execute
- Have a woman in a key management position holding a significant equity stake.

### Other Participants

Participants in the program include:

- Active, accredited venture, angels, & corporate investors, and business development executives\*\*
- **AllThingsMedia: 2010** Forum Committee members and sponsors
- Business, media and financial press
- Trusted service providers, such as law firms, accounting firms, academics and sector experts

### Getting Involved

To learn more about the benefits and opportunities available to sponsors, venture firms and individual investors, please contact Joshua Henderson, Director of Programming at 202-242-8066 or by email at [joshua@springboardenterprises.org](mailto:joshua@springboardenterprises.org).

\*\* See SEC Reg. D §501. [17 C.F.R. §230.501](http://www.federalregister.gov).

## Program Components & Timeline

QUALIFICATION	May 25 <sup>th</sup> – Applicant Recruitment Begins May – mid-July Recruitment Period	Virtual	<b>Recruitment:</b> Springboard convenes a committee of investors, Springboard alumnae entrepreneurs, entrepreneurial organizations and business experts to recruit applicants
	July – mid-August Screening	Virtual and Regional Locations	<b>Selection:</b> The 3-step screening process involves an application review, a business plan review and in-person interviews conducted by a committee of investors and individuals who have expertise in evaluating businesses.
COACHING	August 31st	NYC	<b>Bootcamp:</b> Selected companies attend an intensive Bootcamp session designed to provide attendees with advice about key content elements and coaching on effective delivery of the investor presentation
	September – mid-October	Virtual	<b>Coaching:</b> Each company is assigned a team of expert coaches to assist in refining the investor presentations. Coaching is conducted via group scheduled web conference calls, in-person meetings, email, phone and online forums.
CONNECTIONS	October	Regional Locations	<b>Walk Through:</b> Mid-way through the coaching program, companies have an opportunity to practice their pitch and receive feedback at this in-person panel review.
	October 20	The Paley Center for Media, NYC  Central Park Boathouse, NYC	<b>Venture Capital Forum Event:</b> Selected companies will have the opportunity to present and demo their companies to area investors and strategic partners  <b>Springboard’s Winners’ Circle Dinner 2010:</b> For the entire Springboard network, the annual dinner program features a video presentation honoring Springboard alumnae and distinguished individuals who have made significant contributions to fostering emerging growth enterprises led by women.
	Ongoing	Virtual	<b>Post Forum Support:</b> Springboard is dedicated to providing maximum value to its entrepreneurs and investors, and will continue to make connections and other opportunities available.

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Venture-catalyst Springboard Enterprises is the premier platform where entrepreneurs, investors, and industry experts meet to build great women-led businesses. *Springboard sources, coaches, showcases and supports high growth companies seeking equity capital for expansion.*

Springboard's venture catalyst record is unmatched. Since January, 2000, Springboard has helped over 400 women-led companies raise \$5 billion in equity financing, including 8 IPOs, and legions of high value M&As.

85% of Springboard companies are still in business, and they have created over 10,000 jobs.