This is an Individual effort assignment. It is not a team effort assignment.

Step 1

First, read the following article to become familiar with angel investing:
http://www.entrepreneur.com/article/52742
Then, using primary and/or secondary research, identify several venture capital firms that fund early stage start-ups. You can access the top VC firms by clicking on the following link, and once on that page, click on "Top Firms for Early Stage Companies"
http://www.entrepreneur.com/vc100
Select four (4) VC firms that are of present or future interest to you. Write a report that highlights the key elements of consideration for any entrepreneur seeking equity funding from your selected VC firms.

For example:

- What types of start-ups is the VC interested in courting?
- What types of eligibility criteria (if any) does the VC list?
- What business plan submission requirements (if any) does the VC list?
- What initial steps must entrepreneurs take to request seed capital from the VC?

Sample Entry VC report:

"VC1: Draper Fisher Jurvetson ("DFJ")
Through its Global Network of Partner Funds, DFJ manages over $7 billion and has made more than 600 investments on four continents. Firms of interest to DFJ include those in information technology, nanotechnology, life sciences, clean energy, consumer media and advertising, consumer services and transactions, and mobile/wireless. Yet the firm states that it likes to keep an open mind and consider unique opportunities.
Entrepreneurs of new ventures are instructed to send their business plan via e-mail, or mail. DFJ states that it may take several weeks to respond to entrepreneurs because the firm reviews all submissions.

DFJ states that submitted business plans should contain the following information:

1. Investment size and structure requested
2. Description of the product or service
3. Brief history of the company
4. Business and marketing strategy
5. Analysis of the market and the competition
6. Full resumés of key management (highlighting industry and market expertise)
7. Current financial statements and projections

The VC also states that submitted business plans should be a working document for the company, used in long-term planning, and not simply a sales tool for fund-raising. Finally the firms states that it does not sign NDAs, and why not." [end of sample entry]

Note: Paraphrase each firm's language. Be sure the "voice" of the text reflects yours as the reporter, and not the voice of the firm's website.

Step 2

Read the Harvard Business case, "How Venture Capitalists Evaluate Potential Venture Opportunities." At the end of your report, answer the following question: Based on your research and readings, what attributes make new ventures attractive to VC firms?
The length of your report should be between 2 and 3 pages, single-spaced.