

2006 Strategic Plan



Strategic Planning Process

- Pre-meeting preparation:
 - Survey of membership resulted in 34 responses from VC members and 10 responses from Service Provider members
 - Key questions included:
 - Events
 - Why do you attend? What kind of events/topics would be of interest? Time of day for events?
 - Best VC event you've attended
 - Who should we hold events with?
 - What should purpose of CVCA be?
 - Would you support expansion of CVCA to become a super-regional VCA?
 - Interviews/research into best practices of other venture capital associations
 - Mid-Atlantic Venture Association
 - New York Venture Investors Association
 - Connecticut VCA
 - New England VCA
 - San Diego Venture Group
 - Illinois Venture Association

Strategic Planning Process

- Focus of Session:
 - Strategic foundation: mission and strategic intent
 - Constituency input matrix
 - Figures of Merit
 - SWOT
 - 2006 Critical Issues
 - 2006 Objectives
 - Key Decisions

The Elements of Strategy

- Mission Statement: Who the Association Wants to Be
- Strategic Intent: What The Association Wants to Achieve
- Competitive Advantage: How The Association Can Achieve The Mission and Intent

Mission Statement: Who the Association Wants to Be

- The CVCA will be the leading regional venture capital association

Strategic Intent: What the Association Wants to Achieve

- Colorado is one of the top five markets for venture capital activity

Competitive Advantage: How the Association Will Achieve its Mission and Strategic Intent

- CVCA will achieve its mission and intent by holding annual world-class LP and VC conferences that attract significant LP and VC interest to the state

Figures of Merit to Support the Strategic Intent

How CVCA will define success over the next five years

- Performance
 - 5 portfolio company exits with national visibility in excess of \$300mm
 - Good deals will be “branded” as Colorado deals, not only identified as a specific VC firm’s deal
- Capital
 - Increase in total capital invested in Colorado
 - Presence of strong well-funded local VC firms
 - \$5 billion total capital under mgmt in Colorado
- Events
 - VCIR still thriving in 5 years
 - 100 out-of-state VCs in attendance in 2011
 - CVCA will sponsor outstanding annual LP- oriented event
- Internal
 - High-caliber Executive Director fully engaged
 - Association is financially sound

2006 Objectives

- Objectives are based on implications of SWOT
- 2006 Objectives:
 - Events
 - LP panel event for fall
 - Use as springboard to develop LP conference in Fall 2007
 - Golf tournament for CVCA membership
 - Identify association to do a joint event
 - Explore support/sponsorship of Utah's University Fund Conference
 - Internal Goals
 - Attract a world-class Executive Director

Critical Issues for 2006

- Must continue trajectory of VCIR
- Need to hold additional successful networking events
- Must avoid bad/poorly organized LP conference
- Successful fundraising efforts by member firms
- Need visible and sizable exits

Key Decisions for 2006

- To address the Association's Critical Issues and SWOT, the CVCA Board has made the following Key Decisions:
 - Host an LP panel event in 2006 and leverage participating LPs into steering committee for 2007 LP conference
 - Hire executive director
 - Test out expansion first by doing joint conference or other event together
 - Partner for all regular membership events with other organizations