



STRENGTHS

- Large membership base
- Investment capital to deploy
- Structured screening process
- Energetic, committed BOD

WEAKNESSES



- Local reputation
- Lack of quality deal flow
- Strategic direction
- Operating budget deficit
- Archaic systems / bureaucracy
- Online presence
- Disengaged members
- Political sensitivities



OPPORTUNITIES

- Growing SD/SoCal startup economy
- Collaboration with other TCA chapters / BOG
- Online platforms, e.g. AngelList, F6S, FundersClub
- Syndicate partnerships
- SD lifestyle - happiest place in US
- Venture philanthropy

THREATS



- Obsolescence based on competition (Micro VCs, crowdfunding, AL) and community disengagement
- Time to exit for portfolio
- Pull from LA & Bay Area