

San Diego Angels, Inc (SDAI) Re-Positioning Project

**Strategy Meeting
Feb. 8 2022**

Background

- Originally named San Diego Angels, Inc (SDAI) when founded in 2001, the entity changed its name to Tech Coast Angles - San Diego (TCA - SD) after joining the Tech Coast Angels (TCA) network
- Now in 2022, TCA is limiting geographical reach of each of its chapters
- Not only does TCA - SD have 22% (and growing) of its members outside of San Diego, its culture and vision is evolving away from TCA (and many angel groups)
- This has prompted a decoupling and, therefore, a new entity, name, and brand for SDAI

Project Objective

- Rebranding will highlight that we are operating as much more than a typical angel group
- Position us more favorably with entrepreneurs and other investors
- Operational independence will allow us to continue to innovate and stay relevant in the competitive market for the best deals and people

Project Timeline

- 11/22 = New name contest launch
- 12/1 = Wednesday Power Hour open discussion
- 12/17 = Member name vote
- 2/8/22 = SDAI strategy meeting
- 2/15* = Final member name advisory vote
- 2/18* = Final name selection by board
- 3/3* = Member logo vote
- 3/8* = Final logo selection by board
- 3/21* = PR w/ TCA
- 3/31* = Completion of internal and external rebranding operations

Situation: Present

Traditional Angels

- Small checks
- Long processes
- Unfriendly investors
- Hyperlocal
- Social oriented
- Aversion to technology
- Lack diversity

SDAI Current State

- High performance operationally, financially, and reputation
- Large and engaged membership
- Deep bench of knowledge
- Professional management
- Adoption of technology
- Inspiring culture
- Specialization in hard tech and life science
- Social community in addition to investing group

Market Trends

- More mega VCs and smaller VCs are moving upstream into what has traditionally been considered angel territory
- Increase in crowd funding (CF) from both accredited and non-accredited investors
- Increase in angel syndicates and SPVs
- More virtual operations without loss of fidelity
- Wider geographic scope for investing
- Intense competition for the best deals
- Increasing valuations (for how long?)

Situation: Future

SDAI Future State

- Grow and engage members
 - Have the largest (500+), most diverse angel community across the country
 - Big group impact but small group activity
- Raise larger, specialized funds - \$15M+ annual fund assets under management
- Invest in technology for virtual, remote work
- Expand deal sourcing
 - National outlook with local roots
 - Pre-seed to growth stage
- Expand partnerships
 - Co-invest with other leading investors
- Generate 3x+ ROI
- Build reputation as the best angel investors in the world
- Host fun events (online and offline)

Positioning

- **WHAT:** SDAI is a hybrid angel/venture/fund
- **CORE VALUES:** Participation, Community, Empathy, Fairness, Investment
- **WHO:** Serving members from successful entrepreneurs to retired executives
 - Successful entrepreneur (30s - 50s)
 - Successful executive (40s - 60s)
 - Retired executive (60s - 80s)
 - Practicing professional e.g. clinician, attorney (40s - 60s)
 - Family office (millennial)
 - Professional investor e.g. VC, foundation, CVC, research group (30s - 60s)
- **FUNCTION:** Investing in early-ish stage companies, commonly identified by members, which may or may not span diversity, impact, stage, industry.
- **GEOGRAPHY:** We are geo-agnostic but roots in San Diego
- **DIFFER:** We differ from others by being much more member-centric, member-driven and member-managed organization with respect to money, deals, decisions, relationships, etc.
- **VALUE:** Offering the opportunity to make money while supporting innovation and having fun with amazing people.

Key Points for Naming

- Hybrid angel/venture/fund
- Geo-agnostic but roots in San Diego
- Member-centric, member-driven, and member-managed
- Forward looking and enduring
- Make money while supporting innovation and having fun with amazing people!

Presenting The Naming Options

Classic vs. Contemporary

Sandy Angel Network (SAN)

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SUPPORTING POINTS

- Several nods to our beach community without naming the city
 - Sandy (beach)
 - Sandy Angel (phonetically sounds like San Diego)
 - SAN – the code for the airport
- “Sandy” signals grains of sand that form a beach ... like our membership that forms our group
- Fun feel
- “Angel Network” is descriptive and leaves no confusion ala AngelList, Gaingels
- Sandy “X” derivative options include:
 - Sandy Angels
 - Sandy Ventures
 - Sandy Venture Network (SVN)

FundingPod (FP)

FundingPod (FP)

SUPPORTING POINTS

- Funding – modern formatting of simple terms using “ing”, describing a process rather than an entity
- Pod – refers to a group of dolphins – a nod to our group organization and local ocean marine life
- Unique branding ala Y Combinator, Golden Seeds, Backstage
- FundingPod derivative options include:
 - FundingPod Network (FPN)
 - FundingPod Syndicate (FPS)

**Sandy Angel
Network
(SAN)**

**FundingPod
(FP)**