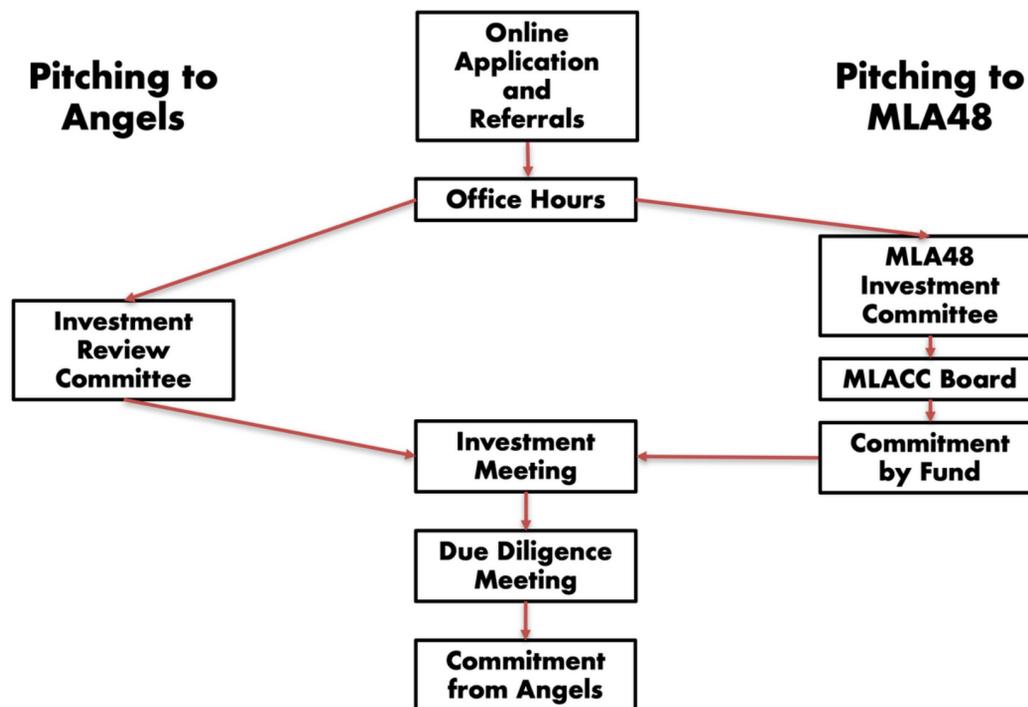




RAISING CAPITAL WITH MAPLE LEAF ANGELS



Pre-Investment Process

Pitching to the Angels & MLA48 Fund

1. Companies **submit an application** to be considered for investment on our website [here](#).
2. Companies that are seen to be a good fit are invited to **Office Hours** a 30-minute informal, introductory session with the MLA team to pitch for funding and/or seek coaching or feedback. This is a 10-minute pitch, 2-minute demo and ≤20-minute Q&A. (There can be a 10 min pre-screen call before this step.)

Pitching to the Angels

1. **After Office Hours**, you can expect to receive feedback and be informed of your path forward through MLA, be it for MLA48 or the membership.
2. Every month, **4 companies** are shortlisted to meet with the **Investment Review Committee** (IRC) in a 40-minute presentation to further assess fit. Startups that satisfy the **fast-track** criteria will have the opportunity to bypass MLA's Office Hours and directly present to our Investment Review Committee. Check your eligibility for "**Fast-Track**" [here](#).
3. **Two out of Four companies** are selected by the IRC to pitch to the MLA membership network at a monthly Investment Meeting. This is a 15-minute presentation and 15-minute Q&A. Think of this as your "demo day" teaser pitch.
4. Following the investment meeting, companies send access to their **Due Diligence Folder**. Interested investors review for 5 business days, and attend a virtual 2 hour deep dive with you.
5. After the due diligence meeting, interested investors discuss and provide **soft-commitments**. The latter is communicated to the company and follow-up calls are coordinated as required. Investors finalize their amounts and are connected with the company for legals.

On average, collective investments range from **\$50,000-350,000**.

Pitching to MLA48 Fund

1. **After Office Hours**, If a startup meets the requirements for the MLA48 Fund (see below), the company will be invited to deliver a formal pitch to the **MLA48 Investment Committee** (IC). The company is requested to share its **data room** ahead of the 2-hour IC meeting.
2. **Within 48 business hours**, the IC will make a recommendation to the Fund GP, and inform you of the decision.
3. If there is room in the round, the company may present to the membership of MLA at the **next Investment Meeting**.



Criteria for MLA48 Fund

MLA48 Fund III invests **\$150,000** in high potential technology companies with **great teams** and will consider follow-on in select deals.

- Unique IP/Strong differentiation and moat
- Two or more co-founders
- Pre-money valuation range up to \$5 Million
- Regular reporting, Pro-rata allocation, Board seat

We will look for similar criteria for the membership route but are **flexible** since individual angels invest.

Post-Investment Process:

Once closed, we will:

1. Confirm investment details - **total capital raised** and **use of funds** (including new hires).
2. Work with you on a **press release** that can be shared (website, social media). We will announce it in our weekly newsletter that has a circulation of 3000+ Canadian tech and entrepreneurial leaders.
3. Request you to **add our Managing Director and portco@mapleleafangels.com to your investor update list**. Part of our thesis when we invest is ensuring that founders stay connected with us and have the opportunity to come back to the network at any time for additional funding, resources, connections and support.
4. Please provide a **quarterly update** of the progress on qualitative and quantitative **metrics**. More information on the above is provided to you in your **Portfolio Company Onboarding Package**.

Portfolio companies are invited to participate at **MLA's Annual General Meeting**, held in the summer. This event is a culmination of the year's success and will be an opportunity for MLA to celebrate our entrepreneurs. As a part of the evening, MLA will **showcase 10-12 startups** that our members have recently invested in or ones that have completed follow-on rounds of financing. Companies will also be eligible to receive the **Maple Leaf Angels Company of the Year Award** at this event, and network with members, entrepreneurs and ecosystem partners.

Many of our members have been entrepreneurs or successful business people themselves and understand what it takes to **grow a company**. For many of us, being an angel investor is a way to give back and **share our learnings** so that you don't have to make the same mistakes we did. We are happy to assign one of our members to **coach** you through the steps of your company's development.

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