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Venture Advisor



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Introduction

Unitus Seed Fund (USF) seeks to provide strong financial returns by investing in companies that create opportunities for economic self-reliance, education, and obtaining basic necessities for millions of people living at the base of the economic pyramid (BOP). USF accelerates the growth of these early-stage businesses through funding, supporting, and connecting our investees. USF intends to invest in 30-40 seed-stage businesses in India during its commitment period (now through 2016.) USF is managed by Unitus Seed Partners (USP), an investment management company operating in Bangalore and Seattle.

Being a small fund, USP must have an exceptionally lean staffing and op-ex plan, with an execution model that depends on:

1. excellent, repeatable low-cost processes that leverage state of the art tools, web resources, and legal processes
2. primary operational staffing in India
3. extensive use of interns, in both Seattle and Bangalore
4. recruiting volunteer industry leaders and facilitating entrepreneurial peer support
5. catalyzing and providing access to a rich ecosystem that supports the growth of our investees

Items 1-3 are the direct responsibility of Partners Dave Richards, Will Poole, and Srikrishna Ramamoorthy.

USP is seeking a select group of affiliates / advisors in India, and or internationally with strong existing connections to India, to assist with items 4 and 5: Venture Advisors.

Venture Advisors

USF Venture Advisors will be primarily focused on supporting the CEOs of our existing portfolio companies. We'd also look to Venture Advisors to help with deal flow and general networking. Over the next 3 years, we anticipate recruiting 10-20 venture advisors, each with India-market and/or international expertise that is aligned with our active investment sectors: Education/EduTech, Basic Necessities, and Livelihoods.

Venture Advisors will all be experienced entrepreneurs or corporate executives with a deep interest and commitment to supporting growth of entrepreneurial organizations that serve low-income populations in India. Ideally, Venture Advisors will have had one or more successful startup exits and have experience in angel and/or venture investing.

Venture Advisor Commitments to USF

1. Identify areas of expertise and industry connectivity via a comprehensive profile maintained by USF to facilitate match-making. Provide a photo and link to bio.
2. Be available for at least one consultation per quarter, and preferably one per month, with a USF portfolio company CEO. Consultations could range from a one-hour skype call to a coffee to a field visit, at the discretion of the Venture Advisor.
3. Maintain USF relationship and portfolio company connections for two years.
4. Source and recommend deals when/where appropriate.

Venture Advisor Benefits from USF

1. Satisfaction from helping a world-class entrepreneur build and scale his/her business that serves low-income populations.
2. Inclusion in USF Venture Advisor group activities and materials, including:
 - a. Web listing
 - b. Private discussion group (on Facebook and/or LinkedIn)
 - c. [Optional] Portfolio progress conf calls -- 1 hour max, 3x per year
 - d. [Optional] Attendance at annual CEO conferences (India)
3. [Optional, for longer term engagements]: Identity relationship – card, title, email.
4. Informal, opportunistic notice of syndicated investment opportunities when USF leads or participates in an investment round that has room for additional accredited investors. Note that others may have priorities on co-investment opportunities, so there can be no guarantee of opportunities in this area.