



# Digital Safari Innovation Fair 2010

## Innovation Without Limitation

### The GreenBizz Investor Fair

Soliciting investments from individuals is an important part of starting a company. It is a rare situation in which all investments come from a single person or group. Thus, since your company is in need of a million dollars or more in funding, it is often necessary to seek this money from a variety of sources, in a variety of amounts.

During our GreenBizz Investor Fair, all companies will compete simultaneously as hundreds of individual “friends and family investors” move through the crowd deciding how to invest money they have. Each investor has the potential to invest up to \$30,000 in your company. In addition, there will be several special guests from the business community who will play of “Angel Investors” and may invest up to \$150,000 in your company. These “Angel Investors” will have clearly marked name tags While these investors represent smaller amounts of cash than the venture capitalists, the number of individual investments you receive could add up to a substantial sum and can provide sufficient money to begin the launch of your business.

Your goal will be to get as many investment dollars as you can under this format. Instead of presenting a single time in a structured format, this style of presentation will require you to work the crowd, presenting numerous times and talking to as many people as you can, anticipating their questions and giving them the answers they need, and convincing them your company is the best place to invest their dollars.



Each team will create a booth which they will use to present their company, product, and business plan to individual investors. You will be supplied with a 30” x 6' table to use as your booth. You may include whatever items in your display that you wish as long as you are able to fit them within the confines of your table.

Some things to think about having are:

- A **Beautifully Designed Booth** shows investors you care about your company (and their money).
- A **Vertical Design** will allow your company rise above the crowd and be seen in the room.
- **Market Data, Graphs, Financial Projections** are essential to demonstrate your investment opportunity.
- A **Prototype or Model** of your product is essential to separate yourself from the competition.
- **Product Data Sheets** in the hands of investors will make it easier to explain your product.
- **Advertising** is a good way to show your value proposition and connect visually with your investors.
- **Business Cards** make you look professional and allow you to connect with guests as a professional.
- **Giveaways** will attract the casual investor.

Rules - Failure to observe the following rules will result in disqualification from the GreenBizz Competition

- You may only accept up to \$30,000 from an individual “Family and Friends” investors; and no more than \$150,000 from an individual Angel investor. Checks must be made out legibly.
- Bribes are not allowed. Prizes or rewards cannot be given for investing. If you have giveaways they must be offered to everyone regardless of whether they invest or not.
- You may only solicit investments in front of your own booth.
- You may not denigrate other companies’ products, services or employees.