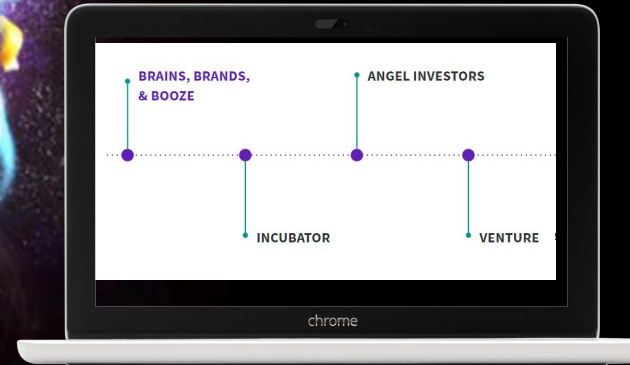


Brains, Brands, & Booze

Supporting Innovation
in Middle America



Outline

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Benefits of Attending

How Does It Work?


Think of these events as a first step in refining your idea and practicing your pitch. After attending a few meetings, you'll be ready to apply to an incubator or pitch for an angel investor.



Democratic process

01

Rather than just pitches to investors & panels, you'll partner with like-minded peers to ask and answer questions about each others' ideas. You'll role play as angel investors, venture capitalists, chief executive officers, and management teams to refine, strengthen, scale, and replicate ideas.



Prep for pitching to incubators or investors.

02

You'll gain practice, confidence, a network, and possibly even a team of business partners to help ensure your success when the time comes to pitch to an investor or panel.



Low commitment

03

Unlike other programs, you won't need to remain in a certain city for 12 weeks. You won't even necessarily need to travel outside of your current location. Our events are flexible, with rotating cities and states throughout Middle America. Whenever you're ready, attend one or two of our mushroom events, which will include events either within your city or within driving distance!

How We Fit In:

BRAINS, BRANDS, & BOOZE

The first step in your journey to VC!

ANGEL INVESTORS

You'll get practice pitching to investors & VCs before you apply

INCUBATOR

e.g., Techstars, Brandery, Y Combinator, Capital Factory, Dogpatch Labs

VENTURE CAPITAL

You'll feel prepared and confident by the time you reach this step



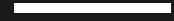
The First Step to Venture Capital

Want to secure venture capital? Consider us “step one” - the first mile in your journey to funding. We partner with local tech incubators as a feeder program, ensuring you get the training and experience you need before applying.



Take Your Idea to the Next Stage

Each event focuses on idea generation, refinement, design thinking, and (more importantly) networking between key assets to take ideas to the next stage!



Event Details

When

Monthly - exclusive invitation-only events

Where

Rotate Midwestern cities and states via a “city tour” format each month

- **Prior to each event:** locals can request networking events in their cities



Event Schedule:

Event 1 (Alpha)

Cincinnati, Ohio
Try the model. Ideas welcomed from all sectors/industries.
Vote on top 1-2 ideas

Event 3 (BYOF: Bring Your Own Friend)

Lexington, KY
Special raffles, door prizes, and other incentives for members and their friends!

Event 6

Return to Cincinnati for Idea Day Demo!

Event 2 (Beta)

Louisville, KY
Continue refining top 1-2 ideas from Event 1. Pitch & vote on new ideas, if time

Events 4 & 5

Indianapolis, IN & Nashville, TN
Industry/sector specific & customized to fit audience needs. Incorporate “social hooks” within our site, based upon feedback from prior events.

Events 7+

Rinse and repeat



Max Attendees:

5 to 7 (strictly an odd number of attendees to reduce tie-breakers)

Attendance Requirements:

- Exclusive, invitation-only (join the list via our website)
- Bring a **minimum of two (2) ideas** for a potential business or startup
- Elevator pitch **at least one (1) idea** to the group during the meeting
- Because the objective is to elevate Midwestern ideas:
 - All attendees must have a current connection to the **American Midwest** (whether professional or personal)
- BYOB (food and drinks are encouraged but are not provided)
 - Event venues serving alcohol will be 21+



Each event lasts 3-4 hours:

- 5-7 minutes: Welcome; membership benefits
- 50 minutes: Elevator Pitches & Voting
- 2 minutes: Idea refinement team formation
- 35 minutes: Angel Investor Role Play
- 2 minutes: Venture Capital Funding Role Play
- 35 minutes: Scaling the Idea
- 35 minutes: Rinse & Repeat for Idea #2
- 10 minutes: Attendee survey + feedback; recap



Each event lasts 3-4 hours (cont'd):

- **Event Arrival:** As attendees arrive, encourage them to network, exchange business cards, grab food/drinks (BYOB).
- **5 minutes:** Welcome, introduce the “Brains, Brands & Booze” format
 - ◆ Reasons behind this idea, how it got started
- **1-2 minutes:** Emphasize the long-term benefits of attending meetings
 - ◆ Perfecting your idea over time in a supportive environment
 - ◆ Connect with like-minded, driven entrepreneurs (or aspiring entrepreneurs)
 - ◆ Potential high-calibre local business partners and/or investment opportunities
 - ◆ Share great business ideas
 - ◆ Gain help in getting your idea off the ground
 - ◆ Explore how other people work, solve problems, and ideate solutions



Each event lasts 3-4 hours (cont'd):

- 45 minutes max: Elevator Pitches
 - ◆ Each attendee shares 1-2 ideas for solving real-world problems (preferably local to the geographic area)
- 5 minutes: vote on the best idea(s)
 - ◆ Each attendee may cast one (1) vote for their favorite idea
 - ◆ You must vote for someone else's idea; nobody can vote for themselves
 - ◆ In the event of a tie: we'll hold a tie breaker round of pitching each idea again
- 1-2 minutes: Form idea refinement teams using a democratic process
 - ◆ The person who presented the "winning" idea is designated "CEO" of that idea
 - ◆ All other attendees are designated the "management team" for the idea
 - ◆ Intellectual property is shared between the entire group (CEO + management team)



Each event lasts 3-4 hours (cont'd):

- 35 minutes max: Idea refinement via “Angel Investor” role play
 - ◆ Now, we’ll test the winning idea and refine our pitch to solve potential problems that might otherwise arise during VC funding or angel investing!
 - ◆ The CEO now takes on the role of “record keeper” while the “management team” steps in to support the CEO in preparing to pitch to investors for funding
 - ◆ Ask for volunteers on the “management team” to perform the role of “angel investor” for 5 minutes each (at least 1 angel investor is required)
 - ◆ **Angel Investors:**
 - 1 volunteer at a time will test the idea from an “angel investor” perspective for 5 minutes, asking questions & identifying any potential problems with the idea
 - After 5 minutes is up, the problem will either be solved or tabled for solving later
 - Each “angel investor” gets only 1 turn for a max of 5 minutes.
 - Rotate through all volunteer “angel investors” until all volunteers have either spoken or passed their turn



Each event lasts 3-4 hours (cont'd):

◆ CEO and Management Team:

- The “CEO” takes notes of any “angel investor” questions, potential problems, and identified solutions or next steps
- During questioning from an individual angel investor, the “management team” will support the CEO by working to help solve any potential problems the “angel investor” raises

◆ Passing a turn:

- You may pass your turn if you cannot think of any questions or potential problems with the idea
- Someone who previously passed a turn may ask questions later, but they have to wait until all other volunteer “angel investors” have taken their turns

→ 1-2 minutes: VC Funding Role Play via democratic voting process

◆ At the end of the angel investor problem-solving round, all attendees role play as “angel investors” and vote on whether or not they’d recommend the idea for VC Funding.

- If the majority of attendees vote to keep the idea: proceed to Scaling the Idea
- If the majority of attendees vote to “kill” the idea: move on to the 2nd best idea from the previous voting round and proceed with the “angel investing” role play



Each event lasts 3-4 hours (cont'd):

→ 35 minutes: Scaling the Idea

- ◆ Once an idea has passed the VC Funding Role Play:
 - Hold a second round of problem solving in the form of the Angel Investor Role Play
 - Now, the goal is now to transform the idea into a scalable model that can easily be replicated
 - Angel Investor “volunteers” should target their questions around scalability, repeatability, replication, growth, etc.

→ 35 minutes: Rinse and Repeat!

- ◆ If the meeting has 3-5 attendees or runs short: move on to the 2nd best idea from the previous voting round and proceed with the “angel investing” role play
- ◆ If the meeting has 7 attendees or runs long: continue scaling the “winning” idea during this meeting and table the 2nd best idea until the next month’s meeting



Each event lasts 3-4 hours (cont'd):

→ 5 minutes: Attendee survey + feedback

- ◆ Feedback is important as an integral part of the process
- ◆ All attendees brainstorm the “meta idea” - AKA this entire event!
- ◆ Questions to ask attendees:
 - Would you refer a friend?
 - What did you find most helpful about this event?
 - What is one specific way we could improve this event?
 - What Midwestern city would you like us to visit next?

→ 5 minutes: Recap

- ◆ Recap
- ◆ Next steps:
 - Exchange business cards, if you haven't already
 - Trade LinkedIn profiles
 - All attendees are added to email list for upcoming events + specify which types of events they are interested in
 - e.g, first timers might be okay talking to others in unrelated industries, while meeting regulars might prefer to network with those who are focused on their sector/industry



Rules



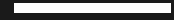
Group Rules:

- All attendees must “elevator pitch” 1-2 ideas
- Anything discussed during the meeting is confidential (a la *Fight Club!*)
- Intellectual property will always be shared among any group members who help implement an individual idea (these meetings focus on networking and ideation/refinement, not on IP).



Rules for Pitching an Idea:

- All attendees must participate by pitching at least 1-2 ideas (3 mins per elevator pitch)
- During your pitch, you'll have the option of using our provided sketchboard
- No other visuals, props, or materials are allowed during elevator pitches
- You are not expected to have a refined or finalized idea (there is no “perfect” idea)
- You are not expected to have funding or a team to help implement your idea (that's where our network comes into play!)
- Immediately following each elevator pitch, the remaining attendees will have two (2) minutes of Q&A to clarifying the idea or answer any questions they might have
- The person pitching the idea has an option to pass any question if there's no obvious answer



Extras



Idea Demo Days (Every 6 Months)

You've pitched and refined your idea. Now, show off your progress!
Twice per year, we'll hold idea demo days.

Demo Days are your opportunity to:

1. Easily share your idea with the greater regional network. You can crowdsource additional votes by sharing with your friends, family, and colleagues via email or your favorite social network
2. Find business partners to help you make your idea a reality

High School Days & University Days

To help bring inclusion to the tech field, we're coming to a high school or college/university near you!

Once per year: High school and college students can attend our "Brains, Brands & Breakfast" city tours at local and regional academic institutions.

(Alcohol will not be served at these events; breakfast will be provided for all attendees)

Partner





Partner with Us

Interested in sponsoring an event in your midwestern city?

We're always looking for local meetups, nonprofits, companies & schools to partner with - especially those with a business focus.

We'll highlight your program, team & members.

We look forward to helping your ambitious members give entrepreneurship a shot!