

## Getting Your Startup Listed

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- Get Listed by navigating to [https://www.propelx.com/get\\_listed](https://www.propelx.com/get_listed)
- Create a Propel(x) account using your email or LinkedIn
- Fill out your Company Profile and your Fundraising Deal Profile
- Submit your company for review!

## Publishing and Conducting an Evaluation

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- Deal Profile is Published
- Introduction email is sent to entire investor base
- Profile hits follower threshold
- Publish 10-15 minute webcast to kick-off evaluation period
- Investors ask questions to Management Team, Customers, Outside Experts, and Scientific Advisors
- Startups vet panel of experts for conflict of interest and technological fit
- Startups submit rebuttals to expert answers
- Evaluation is complete

## Targeted Investment Solicitation

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- Propel(x) markets your startup to investors who have engaged with the company
- We try to assemble an investment syndicate
- Minimum threshold is reached, and syndicate is formed
- Propel(x) takes care of all downstream communications
- Send weekly milestone updates for feature in investor digests

Syndicate - A special investment vehicle that allows for the pooling of many investors into one entity (LLC).

Structure - \$3k minimum investment  
\$100k default threshold

## Our Business Model

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- We do not currently make a profit from our startups.
- We charge a percentage carry of our investors' profit in the event of an exit, so our interests are aligned with that of our startups.
- There are some legal fees associated with creating a syndicate (~\$10k). We ask the startup to cover the costs of this syndicate. These are NOT up-front fees but rather only occur in the event of a successful fundraise.