

Draft for review

IVCA CASE STUDY CASE STUDY

Date completed:

By:

Company Name/Brand Name(s):	
Industry:	
Description of Business (what is the corporate mission?): – New to the world product or service? – Do good”?	
When founded and provide details	
Key Contact(s): – Minority-run? – Woman-run? – Serial entrepreneur?	Name: Phone: Email: Key information about management:
Address:	
Web Site:	
Lead Investor:	
When invested and tell story of how:	
Besides funds, what other help did lead investor provide?	
Contact Information for Lead Investor (firm & individual):	Name: Phone: Email:

Other Investors & history:	
What other help besides funding did they provide?	
Stage of Transaction when 1 st VC/PE investment was made (from taxonomy):	Expansion
Total Capital Raised:	Round 1 : Round 2 (Date): Round 3 (Date):
Use of Proceeds (qualitative):	Round 1 (Date): Round 2 (Date): Round 3 (Date):
Revenue Growth Rate:	Founding - Round 1: Round 1- Round 2: NA Round 2- Round 3:
Total Employees:	At startup: At 1 st VC/PE investment: Today:
Illinois-based Employees:	At startup: At 1 st VC/PE investment: Today:
IPO or M&A Information:	
Other Information (Note: company management does not need to fill in these answers; these are illustrative questions that we'll discuss in the interview.)	<ul style="list-style-type: none"> • Describe the company's genesis and how it developed • Describe need for VC/PE investing and how found partner(s) • Briefly provide the company's key milestones, events in chronological order • Is there any special significance to the company's name? • Describe any fortunate or "lucky" factors that went into your ability to

	<p>begin operations.</p> <ul style="list-style-type: none">• What differentiates you?• Describe your two biggest challenges/obstacles.• What's your near-term future hold?• Aspirations?• What are we missing that we should discuss more deeply in an interview?
Importance of Illinois	<ul style="list-style-type: none">• How does your location benefit you?• Is an Illinois/Midwest base advantageous and, if so, how?• How is Illinois' talent base?