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## BEYOND VENTURE MANAGEMENT (BVM)



*“Not every business deserves to be funded. Those that do should have the benefit of our wisdom, knowledge and experience. If we don’t have the knowledge needed, we’ll pay for it so that our client will benefit.”*

There is no shortage of businesses, projects, or causes in search of capital. If one were to announce that capital is now available, the line would stretch from Los Angeles to New York and back. In India, it might start in Delhi and continue to Calicut and back. In Africa we would see a line from Johannesburg to Marrakesh and back. Obviously, there is no shortage of need.

Yet despite how hardened the capital markets are today, Venture Capital and Angel investors are everywhere. Do a Google™ search on these two terms. The results number in the millions. But investors are far more cautious today. They are rightfully looking for very solid investments that will give them a return in multiples, like the next Hotmail (now owned by Microsoft) or Starbucks™.

At C4, we are guided by a philosophy called Beyond Venture Management (BVM), an approach which looks past the venture itself and its required capital and allows us to focus on four baseline initial thoughts.

1. Can we add intellectual capital to this project?
2. Do we have or can we source the balance of the capital needed?
3. Is this a project that we want to be associated with in 5 or more years?
4. Does the management team have the wisdom, experience and background to execute on their plan?

Once persuaded on all four points, we provide a Coach who works with the management team to insure that if we can be helpful, we will. We also assign an Equity Manager to look at ways to extend the investment’s reach via marketing, joint-ventures, product enhancement, reduction in the cost of materials, introductions, regulations or even the use of our political action committee (PAC) or foundation. From start to finish, we seek ways to improve and enhance each opportunity. That’s Beyond Venture Management.

If our BVM method is of interest to you, we invite you to contact one of our C4 Associates, Alliance Partners, or a member of our C4 Management Team. Their first question will be, “How can we be helpful?”