



READY TO SCALE?

We can help take your food or beverage product to the next level. Apply to OEN's Angel Food Startup/Developing Stage

Competition for an opportunity to:

- Hone your pitch and business plan
- Get coaching & mentoring from business leaders
- Learn from experts at four educational sessions
- Present to 200+ investors and business leaders at OEN's Angel Food Conference for a chance to win a \$100K+ investment (actual investment will depend on the number of investors)

INVESTMENT VEHICLE

The investment award will likely be made in the form of a convertible note. This instrument will later convert into company equity as part of a "qualified equity financing" or other qualifying event.

ARE YOU ELIGIBLE?

OEN's Angel Food Conference 2019 is only open to companies located in Oregon or Clark County, Washington.

Companies participating in the Startup/Developing Stage competition typically:

- Have a proven concept and a complete business plan developed
- Have a product and are selling it "somewhere" (farmer's markets, local stores, national chains, etc).
- Have generated initial revenues of up to \$250K (Startup Stage) or up to about \$2mm (Developing Stage) and are ready for market expansion
- Non-consumer products companies like restaurants are eligible to go through the program but are not eligible to compete for the investment.

APPLICATION FEES

The cost to apply to the Angel Food Conference 2019

Startup/Developing Stage

Competition is \$250 for OEN

members. The cost for non-

members depends on your stage:

- For Startup Stage companies (those with revenues of up to \$250K), the cost is \$385, which includes one year of OEN Startup Stage Membership (a \$50 discount).
- For Developing Stage companies (those with revenues of \$250K - \$2mm), the cost is \$500 (a \$145 discount).

All applicants will receive:

- Admission to the Angel Food Conference on June 19 (\$125 value)
- Coaching & mentoring from business leaders (priceless!)
- Learning from experts at four educational sessions (\$200+ value)
- Begin the due diligence process for a chance to land a \$100K+ investment
- A table at the Food Fair (\$100 value)
- The opportunity to apply for loans of up to \$250,000 through Business Oregon's Small Business Expansion Program

DEADLINE
APRIL 17
OEN.ORG/APPLY



The due diligence process was very well-done and extremely professional. I was really impressed by the quality of the investors and their ability to understand the market opportunity and business model."

—Paola Moretto, 2014 Angel Oregon Winner



2019 TIMELINE FOR STARTUP/DEVELOPING STAGE

Wednesday, April 3: Company Information Session Come learn more about the program and how to apply.

Wednesday, April 17: Application Deadline

Companies should submit their applications by midnight.

Wednesday, April 24: Education Session 1:

Pitch/Presentation Learn how to tell your story and develop a clear, concise and compelling pitch.

Friday, April 26: First Round Cuts:

Investors review company applications and ratings, and virtually vote on first round cuts.

Tuesday, May 7: Investor Meeting for First-Round Company Pitches

Companies make five-minute pitches. Investors form due diligence teams around presenting companies.

Wednesday, May 8: PubTalk Pitchfest: Watch as Angel Food applicants take the stage for their first round of pitches! An audience vote will send one lucky company to the big stage on June 19!

Tuesday, May 14: Semifinalists Selected: Following first due diligence reports, teams select 10 semifinalist companies; investors provide feedback for companies that are cut.

Wednesday, May 15: Education Session 2: Product and Brand Development: Learn tasks and resources to effectively make and sell your products.

Tuesday, May 21: Semifinalists Pitches: Companies make seven-minute pitches.

Wednesday, May 29: Education Session 3: Go-to-(local) market: How to test your product and market fit and build sales locally.

**DEADLINE
APRIL 17
OEN.ORG/APPLY**

Wednesday, June 5: Five Finalists Selected

Tuesday, June 11: Education Session 4: Scale up! You've proven that people want your product; now learn the next steps to grow and scale.

Wednesday, June 12: Finalists Pitches: Companies make 20-minute pitches and participate in Q & A with investors. Due diligence teams make recommendations.

Monday, June 17: Finalists Reception: Finalists are invited to a private evening reception with the Investment Team.

Wednesday, June 19: Angel Food Conference & Food Fair: Five finalists pitch in front of an audience of 200+. The winner(s) and total investment will be announced.



The process of Angel Oregon helped refine and shape our business focus. We were introduced to the best of the best mentors in Portland. Winning was icing on the cake and set our business on a whole new growth trajectory. If you have a growing idea with customer traction and great people on the team, Angel Oregon is a must!"

—Fritz Brumder, Brandlive, 2013 Angel Oregon Winner

