

EDMONTON



**ROCKET
LAUNCHER
NETWORK**

Founding Sponsor:  **SUMEX** www.sumex.ca

*Finding the Rocket in ALL Innovators
and the Fuel from the RIGHT Investors*



How to Launch a Rocket: 1) Find the Rocket. 2) Put it on a launching pad. 3) Add Fuel. 4) BLAST OFF!!

“Inspiration,
Education, &
Success”

Why the Rocket Launcher Network and why now?

Rus Matichuk has been involved in funding and advising companies through his company **Sumex Capital** since 2002. Prior to this, he exited from an enterprise software company that he founded with two of his brothers. After the grueling task of raising capital for this and other companies from around the world, he decided to focus on making a difference for others. Between 1999 and 2003 Rus helped launch Deal Generator (now TEC Venture Angels), Banff Venture Forum, and VenturePrize. In 2004 he developed a new model for investors and innovators that he called the “Edmonton Investor Network”. Today Rus feels that the environment is right to launch this initiative as a Not-For-Profit organization. The new name for it is the “Rocket Launcher Network”.

What is the Rocket Launcher Network?

At the heart of RLN is a 1-day conference, a competition, a good group of investors and great investment prospects. And rounding out the Network are monthly sessions that provide networking, education (panel presentations), and the opportunity for innovators to connect with investors.

The Conference and Competition

At the Conference, 6 “Rockets” (Innovator finalists) selected by the investors pitch one last time to win the “Fuel” – a pooled investment from the Angels. The Investors meet after the presentations and select the winner. Others interested in the conference will be invited to attend, including prospective investors for the next conference, innovators that were part of the current conference and other interested innovators.

Pre-Conference (approx. 3 months)

An important part of the Angel investor experience in RLN is the opportunity to evaluate deals with other investors and the RLN Manager. The application deadline for "Rockets" (Innovators) is approximately 3 months prior to the start of the Conference. During this period the Angels and the Manager of RLN have a number of meetings to screen the applicants and to learn about the due diligence process.

Who Benefits from the Conference?

The Conference is primarily designed to benefit the members of the Network – the Angel investors and the "Rockets". However, the Conference is also an important part of the growth of the Network. The full Conference is open to prospective investors interested in learning more about the Network or those that want to learn more about Angel Investing.

Monthly Networking and Education

Following the Conference, each month there will be a networking session where experts will be invited to present on key aspects of building a successful business and what Angel investors want to see in a "Rocket". The Angels in the Network will also meet to review past investments, hear a brief presentation or panel discussion on key angel investment issues, network with other Angels and, if warranted, hear a pitch from one or more "Rockets".

What's in it for Innovators?

Innovators (potential "Rockets") will:

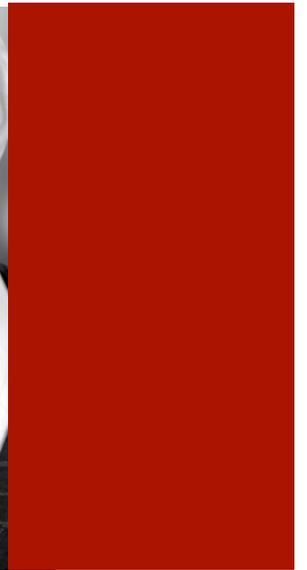
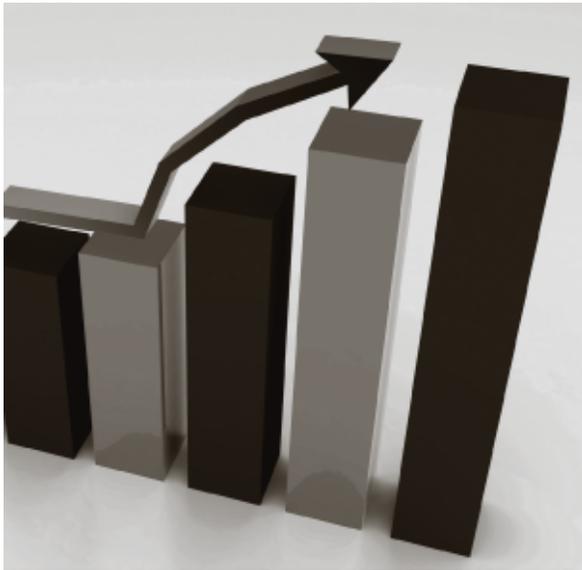
- learn about what Angels and other investors want to see in their business,
- learn how to build better companies,
- get exposure and feedback from investors,
- potentially get funding from investors that are part of the network,
- meet and network with like-minded people,
- **TOP 6 FINALISTS:** get added exposure at the conference and after it as well,
- **THE WINNER:** wins the investment pool and the title "Rocket of the Year".

What's in it for Angel Investors?

Angel investors will:

- get access to deals that they might not otherwise see,
- get tools and tips from experienced investors,
- network with other like-minded people with the potential to invest together in the future,
- get hands-on experience with the screening, due diligence and investment processes,
- learn from the discussions about past investments;
- get to participate in the pooled investment - the best "Rocket" that the network has seen,
- be part of an important community initiative, and
- have a lot of fun.

"Participate in a fun and invigorating program with education, peer mentoring, access to great investment prospects, and a greater chance of success with a pooled investment in the ROCKET OF THE YEAR!"



Investor Cost and Benefits

Cost:

- \$6,000 plus cost of events
 - \$5,000 – pooled investment (held in trust)
 - \$1,000 – network administration costs

Key Benefits:

- Education
- Networking
- Tools for investing – sample term sheets, due diligence lists, tools to monitor and improve business performance, etc.
- A lot of fun

Innovator Costs and Benefits

Costs:

- \$30 (estimate) for each monthly networking meeting (no commitment)
- \$99 (estimate) for “Rocket” application and attendance in the conference

Key Benefits:

- Education
- Networking
- Tools for business growth
- Investment potential
- A lot of fun

Sponsorship

Funding startup and ongoing operating costs will be a key factor in the success of the Rocket Launcher Network. Sumex Capital has provided the resources to develop the Network to this point. Sumex will continue to provide some cash and in-kind contributions. Additional funds, however, will complement the Sumex contribution and assist in the successful launch and growth of this Network. Below are some of the sponsorship options:

- Title Sponsor: Please Call
- Partner: Please Call
- Platinum: Please Call
- Gold: Please Call
- Silver: Please Call
- Bronze: Please Call
- Other sponsorship options are also available for the Conference, monthly events, website, and more.

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