Module 210: Digital Tools & Workflow – Course Description

Description

This module will help you examine the workflow and tools you use to find & assess potential investments, track portfolio company activity, and generally use online

Overview

As individual investors and angel groups investing in innovative companies that are using technology to its fullest, we need to take advantage of the best apps and workflows to help us from deal sourcing to portfolio tracking.

This module will go through the various stages of communication and collaboration around angel investing and re-examine the best workflows when integrating a variety of digital tools. The main focus of the module will be on the individual investor, with a brief overview of specific workflow considerations when dealing with an angel group, due diligence committee or simple co-investing in a deal.

We'll start by looking at a framework of digital tools used inside companies -- also useful for making recommendations to portfolio companies -- in order to gain a base understanding of the state of the art for process automation.

Modern companies use Customer Relationship Management (CRM) tools such as Salesforce to equip their sales teams to be more effective. But these same tools can go beyond sales to track deal pipelines, gather due diligence feedback, or keep track of portfolio activity. Go beyond an Excel spreadsheet or email and figure out what CRM tools are a fit for you and how to configure them for the angel investor use case.

What is the right level of information to gather continuously to pro-actively monitor your portfolio? Visible.vc, Hockeystick.co, and other company tracking portfolio tools, from months of cash remaining to company-specific key performance indicators (KPIs).

Platforms from LinkedIn to AngelList can be used for research, vetting, and tracking. Mattermark and other company research platforms for deal intelligence, comparables, and more.

We will look briefly at special purpose tools such as Captable.io for captable management, Panda Doc for term sheet automation & e-signing.

Finally, we will ground the usage of these tools with a discussion of workflow, timing, and how to design an approach to working with potential investments and existing portfolio companies in a regular, documented way.

Learning objectives

By the end of this module the student will have:

- An overview of the categories of types of tools used inside companies for process automation
- An awareness of and best usage for CRM tools for deal pipeline and diligence
- An awareness of and best usage for Portfolio Tracking tools
- Using platforms for deal sourcing, research, tracking, comparables and other deal intelligence
- Special purpose tools and when and where to use them
- A review of workflows and timing to add diligence and predictability to the investing process

Prerequisites

No specific prior knowledge around usage of any specific digital tools. General understanding of workflows around investing & due diligence process and dealing with portfolio companies.

Pedagogy

A mix of panel discussions, exercises, and instructor-led group discussions will predominate the methods used in this module.

Detailed topics

This module will cover:

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Assignments

Schedule

Four one-hour blocks, corresponding to the assignments above. Offered regionally each summer as a single session. Offered again in winters if demand in a particular region warrants.

Student Prep Work

None required.

Delivery Infrastructure Required

A seminar room with capacity for 36 students, at six circular tables of six. Standard PC projection equipment, plus whiteboard. Instructor notes. Workbook with slides, glossary of investment terms, quick-screening rubric form, example term sheet with explanatory annotations, readings, exercises. Online discussion board for session cohorts to keep in touch after the session to share challenges, learning experiences.