

September 2023

Atlanta's Technology Executives Roundtable

**M&A Update – and How to Get the
Highest Valuation for your Company**

*Please hold until
the session begins*

TEER | Technology Executives Roundtable



John Wichmann

President 2023

Technology Executives Roundtable

Founder & CEO, Gather Sciences

Your Forum

Candid discussion

CEOs, CFOs, CTOs & Investors

Subject Matter Experts

Complex leadership issues

Share, challenge & test ideas

ZOOM Etiquette

- “Pin” the TER video box on your Zoom feed
- Please mute audio/video during presentations.
- Chat if you want to ask a question.
- We are recording for educational purposes; this is not specific legal, accounting or tax advice; consult your advisor

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Featured Fund & Company

Fund of the Month



**HAWKS
VENTURES**

Felipe Arias
Vice President
Hawks Ventures
felipe.arias@hawks.com

Company of the Month



illoominus

Noelle London
Founder/CEO
Illoominus
noelle@ill



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Hawks Ventures



Mission Driven: expanding on Hawks core values

The majority of our investment dollars (and a lot of our time) is spent supporting underrepresented founders

67%

... of venture capitalists said it was not a priority to invest in multicultural entrepreneurs, according to a survey of 200 venture capitalists published by Morgan Stanley in 2019.

2.6%

... of venture dollars went to Black and Latinx founders in 2020 (Crunchbase, Aug 31, 2020).

>2.5M

... black businesses exist, yet receive only 1.2% of all venture capital (Stanford University, Nov 2018).

34%

... growth rate of Latino entrepreneurs is the fastest-growing group in the United States, yet Latino founders have received only 1% of venture capital (Stanford University Nov 2018, Crunchbase Aug 31, 2020).



Customer Obsessed: transforming the way consumers experiences a product or service

We are focused on D2C and B2B2C companies that are tapped into the major drivers of customer experience across entertainment, hospitality, wellness, and commerce



***Fast and convenient** – frictionless, omnichannel commerce*



***Personal and helpful** – products tailored to the individual, at scale*



***Fun and unique** – experiences that change how we view the world*



Growth focused: early stage seed or series A startups

Building on expertise of Hawks Ventures team alongside insights from #1 NBA team in fan experience and leveraging connectivity to:



Every investment is SPV with 50% from team and 50% from owners with check size +/- \$1M



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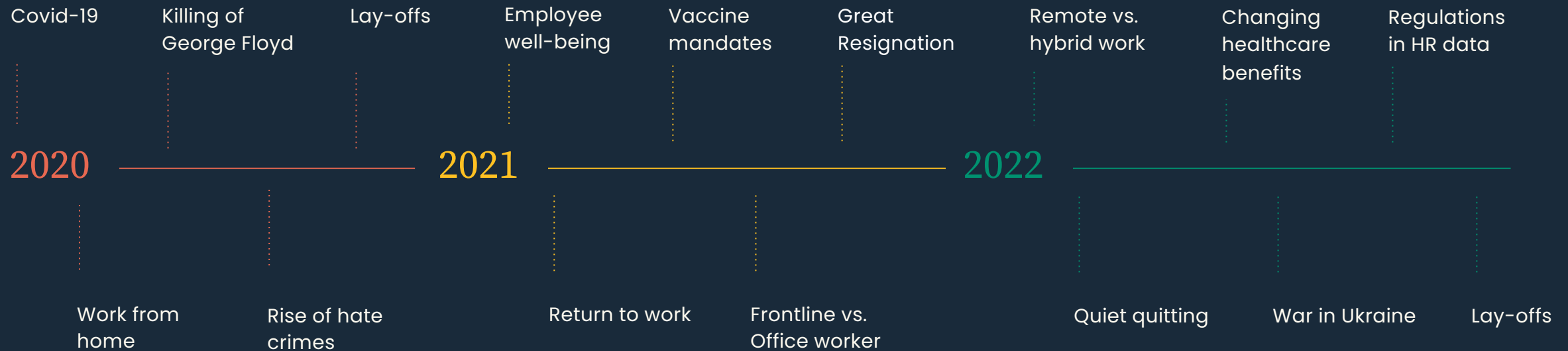


Building the future of people-first workplaces in Atlanta





HR is changing rapidly and continuously





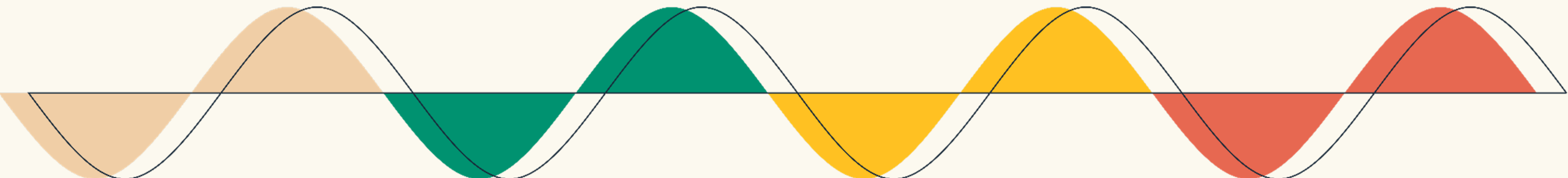
HR is expensive. We still don't understand what works.

\$5T

The amount U.S. companies spent on HR through benefits, payroll, employee programs

16

The average no. of tools a company uses- resulting in more noise than understanding



98% of HR is burned out.

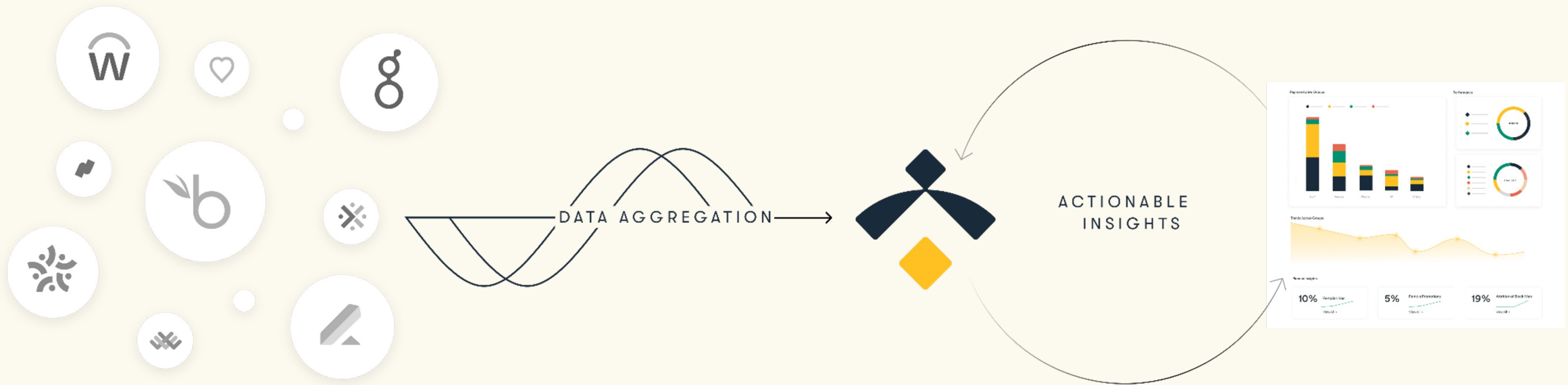




What we do

We help HR adapt and respond to the changing needs of their people through data.

Our turnkey, People Insights solution measures what's working internally across siloed HR tools and based on learnings across organizations, shares recommendations.





Hear from Our Customers

“You make my
life so much
easier.”

— Sr. People Leader | *Pendo.io*

“

”

“I’ve never seen
a tool that does
what you do.”

— SVP | *Cox Communications*

TRUSTED BY BRANDS LIKE

greenLIGHT

clearcover®

COX®

 pendo®



Cross-system + Cross-company learning

We're becoming the **leading platform** for organizations to measure the **impact of investing in people**. This way, *for the very first time*, we can understand what drives results. Illoominus provides the **actionable insights + recommendations**.





Meet our Team.



Noelle London
Founder + CEO

accenture 1776



Gustavo Ortiz Monroy
Head of Technology

Salesloft.  neurelo



Josie Kressner
Head of Data



Millie Symms
*Data Science +
Analytics*

 Thinx



Courtney Swafford
Head of Community

techstars 



Clare Bennett
Head of Marketing

dcode 1776



Justin Keoninh
Product Designer

 Calendly 



How can you help spread the word?

Upcoming Events

Sept 25

People Leaders Prep FY24

In-person Atlanta | Bethaney Wilkinson

October 12

Build an Anti-Racist Company

James D. White, former Jamba Juice CEO

Feedback

Are there Chief People Officers who can provide feedback on our People Insights tool?





Thank you!

Learn more at illoominus.com



Noelle London
Founder & CEO
noelle@illoominus.com

Schedule time to chat



Panelists



MODERATOR:
Chris Maxwell
Partner
Morris Manning Martin



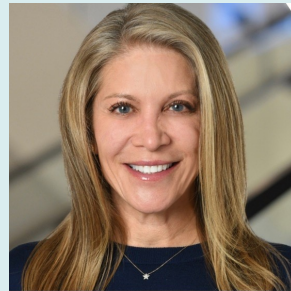
Tom Savini
CFO
Revenue Analytics, Inc.



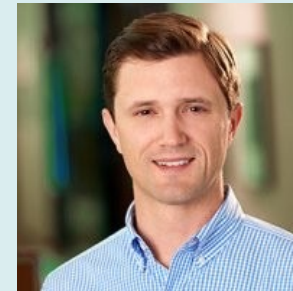
Neale Fisher
Managing Director
Croft & Bender



Andrew Case
Partner
Frazier & Deeter



Amie Singer
Partner
Morris Manning Martin



Aaron Davis
Managing Director
Primus Capital

Questions & Answers



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Announcements



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Please join us for our
October 2023 event
(in-person and virtual)

****NEW LOCATION**** – Atlanta Financial Center,
MMM Conference Center – First Floor

**Expanding Internationally:
Key considerations , potential benefits,
and avoiding pitfalls**

October 17, 2023