

Atlanta's
Technology Executives Roundtable
July 21, 2020

Increasing Value for Funding,
Leadership and Sales

*Please hold until
the session begins*

Technology
Executives
Roundtable

TIER



Rob Pinataro

President, Technology
Executives Roundtable

CEO, Payspan, Inc.

Your Forum

Candid discussion

CEOs, CFOs & Investors

Subject Matter Experts

Complex leadership issues

Share, challenge & test ideas

Technology
Executives
Roundtable

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Arketi Group: Digital Marketing for B2B tech companies

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Truist Bank: Full service corporate/ investment banking

Wm Leonard & Company: Real estate specialists for high growth companies

Zoom Etiquette

--Please mute 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

Fund of the Month

Radian Capital



Weston Gaddy,
Partner, Co-Founder



Dave Sack
Principal



Radian Capital

Firm Overview

Confidential Information

Our Approach

Radian Capital was founded in 2016 and we are currently investing out of our second fund of \$315M. Our investment philosophy is built on three pillars.

Aligned Partners

Concentrated approach for capital-efficient founders

- 9 investments in Fund I
- Partner with, capital-efficient founder-led businesses
- Growth capital and founder liquidity

Sector Focus

Invest in spaces we know - Software and Marketplaces

- Team has made 30+ investments in our sectors
- Deep connectivity to ecosystem of partners, customers and acquirers

Tactically Supportive

Large team focused on functional operating areas

- Operational team supporting growth, innovation and talent
- The ratio is what matters - 2:1 portfolio companies to support team

Aligned Partners

We provide an aligned capital source for capital-efficient, founder-led businesses.

What we look for

Capital-efficient growth

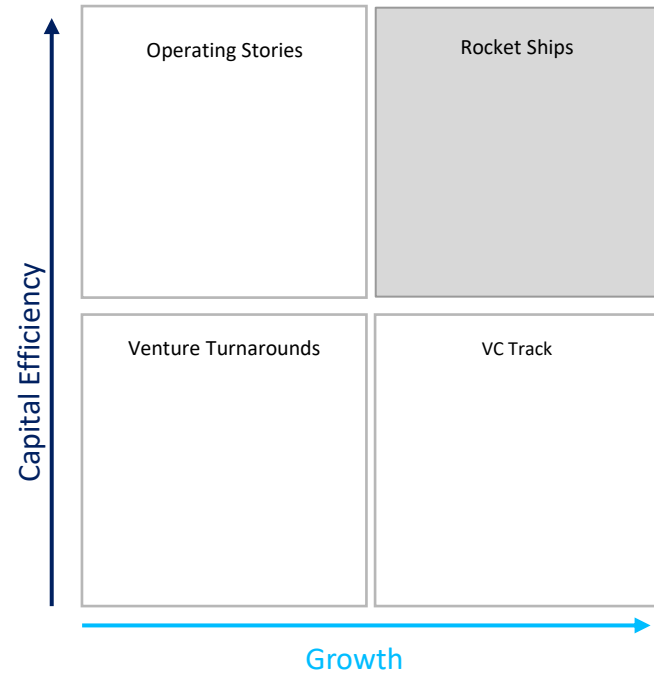
- Solid organic growth of 50%+
- Strong net and gross retention
- Proven unit and customer economics
- Low to no burn

Founder Mentality

- Looking for partnership
- Balanced growth mindset

Investment Contours

- \$10M-\$40M investment from Radian
- Used for growth or founder liquidity



Sector Focused

We have deep experience in the sectors where we invest.

Automating the Back-office

Financial Technology

Commerce Enablement & Marketplaces

Current Investments

 **Orchestra**
SOFTWARE

 **BriteCore**
Insurance Administration System

TCGPLAYER
  

 **MURAL** 


The Global Hub of Email Intelligence

Previous Experience

JUSTWORKS.































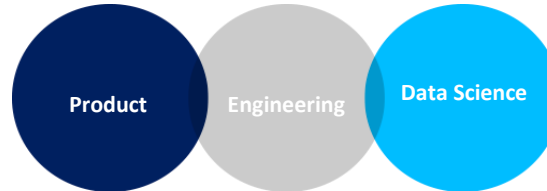




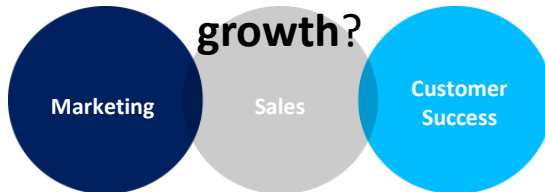
Tactically Supportive

Radian's internal operations team helps portfolio companies put the building blocks in place for continued growth.

How do I scale **innovation**?



How do I drive systematic, efficient **growth**?



How do I attract and retain the right **talent**?



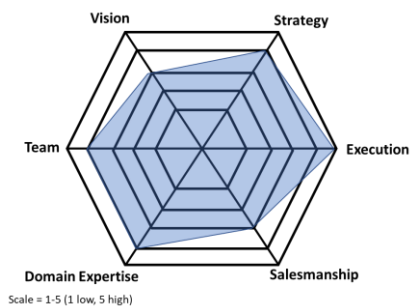
Investment Philosophy

Radian Maxims provide guiding investment principles that frame areas for deeper analysis.

Radian Maxims

- 1 Turn off revenue and there should still be an asset – why does this business have value beyond the P&L?
- 2 Team is the ultimate creator of returns – would you work for this CEO and as part of this team?
- 3 Models are just a set of assumptions – why is past success indicative of future results?
- 4 A receptive industry is crucial for outsized returns – does the market context support a favorable outcome?
- 5 All businesses ultimately trade off of cash flow – can this company generate meaningful cash flow / EBITDA during our hold period?
- 6 Every deal is “competitive” – why are we so lucky to win this one?

CEO Perspective



- 1 **Vision** **Where are you going?** Clear and concise articulation for why the company exists, where it's been, and where it's going
- 2 **Strategy** **How will you get there?** An ability to present a hypothesis and path to success, navigating industry complexities and competitive landscape
- 3 **Execution** **What are the tactical steps?** A high functioning organization that is operating on all cylinders; clear goals and KPIs and organization that is rowing in lockstep
- 4 **Salesmanship** **Can you sell it?** An innate ability to convincingly sell the dream; sell investors; sell employees; get on the soap box and sell, sell, sell
- 5 **Domain Expertise** **Are you using appropriate context?** Understanding of the market dynamics, competitors, and important channel partners; you learn from the CEO about the space
- 6 **Team** **Do you have the people to make it happen?** CEO is surrounded by a high quality team of capable performers; can challenge the CEO in the right ways; lack of key man risk in the business; ability to recruit top talent
- X **"X" Factor** Above and beyond the core framework – does the person have "IT"; special quality, charisma, hustle, past success(es), that clearly separates them from other CEOs; can't miss, can't lose feel of someone you have to be in business with

Today's Presenters:



David Kurkjian
Principal
MasterMessaging



Moderated by
Huff Logue
CEO, ExecuLinks

Technology
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OVERVIEW

THE SCIENCE OF DECISION

A FRAMEWORK FOR COMMUNICATING VALUE

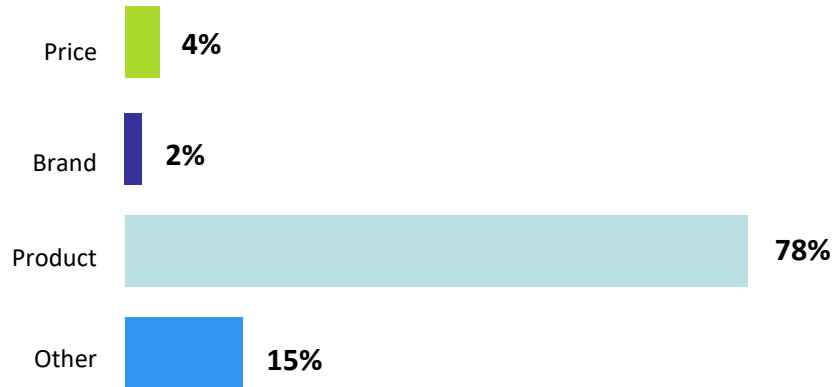
INVESTOR PITCH

LEADERSHIP/ENGAGEMENT

SALES

Poll 1

1. When making a buying decision for your company, what is the most important criteria?



CEB SURVEY RESULTS

9 % PRICE

19 % BRAND

19 % PRODUCT

53 % WORDS

COMMON MISTAKES

INFORMATION ↑

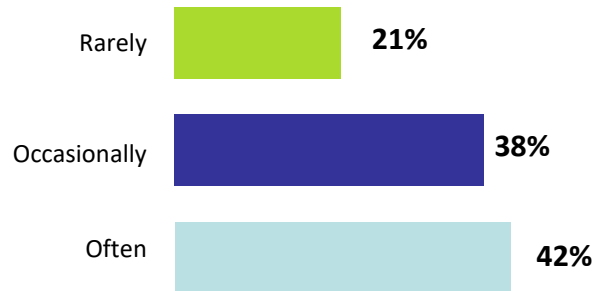
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ALL YOU

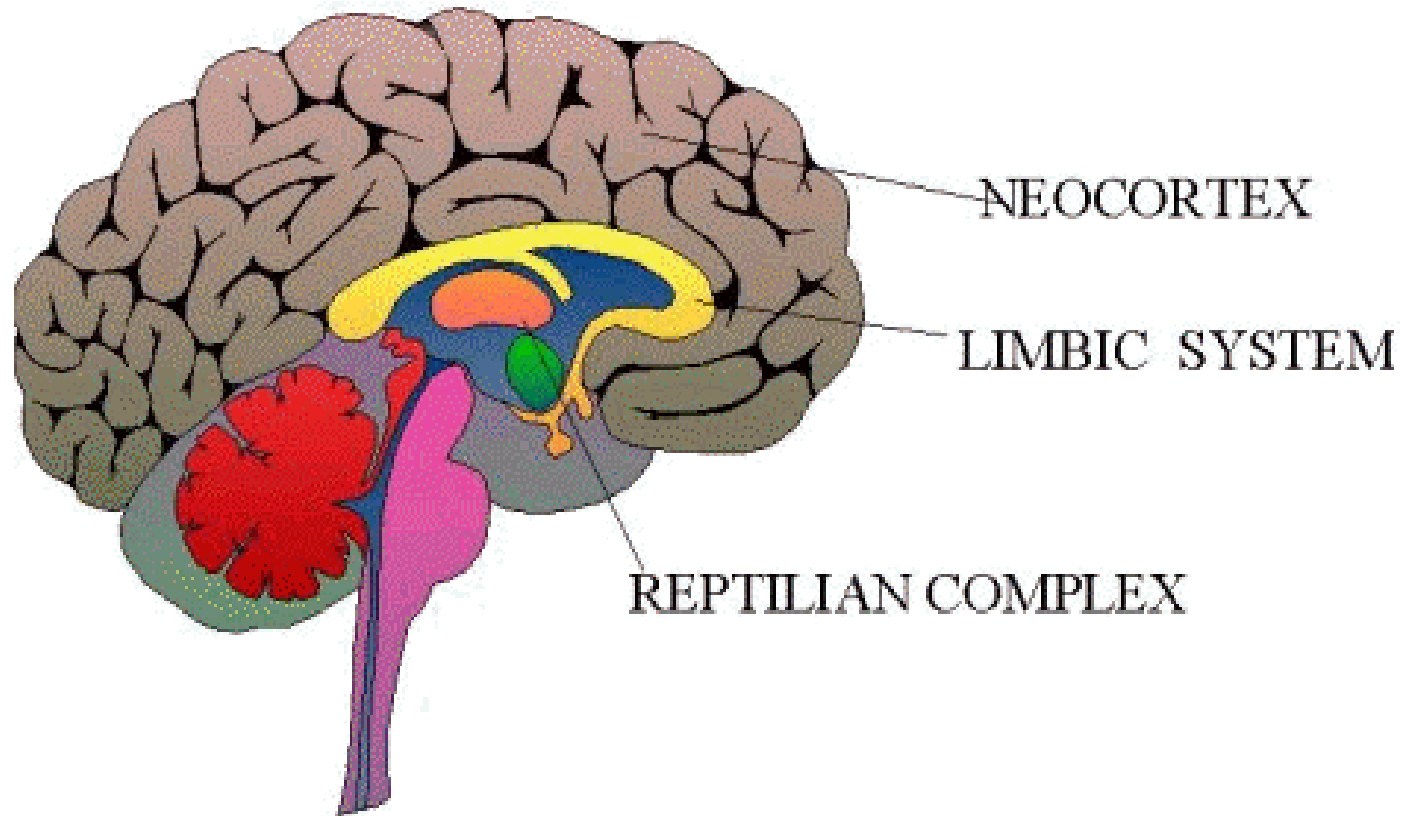


Poll 2

2. In an investor presentation, how much do you address meaning and emotion?



3 MAIN PARTS OF THE BRAIN



THE “SUCCESS” FORMULA:



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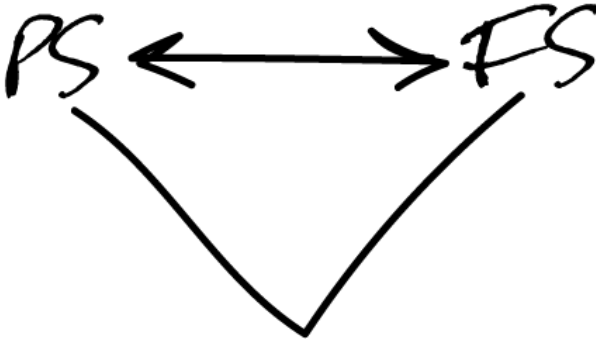
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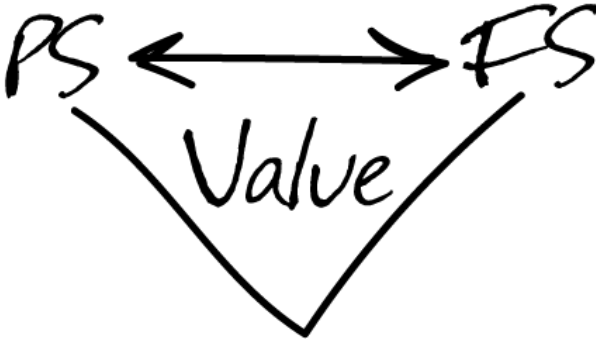
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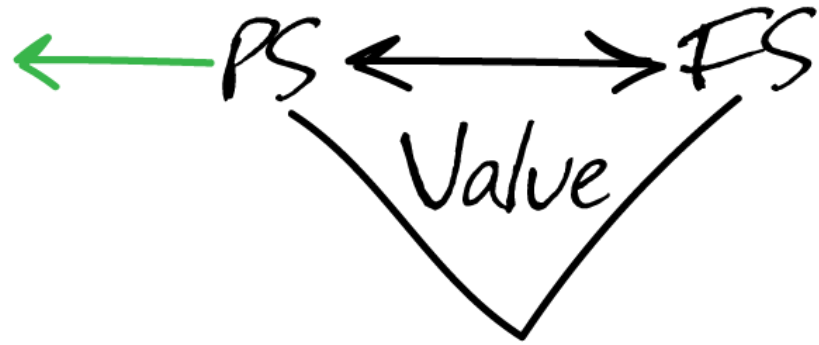
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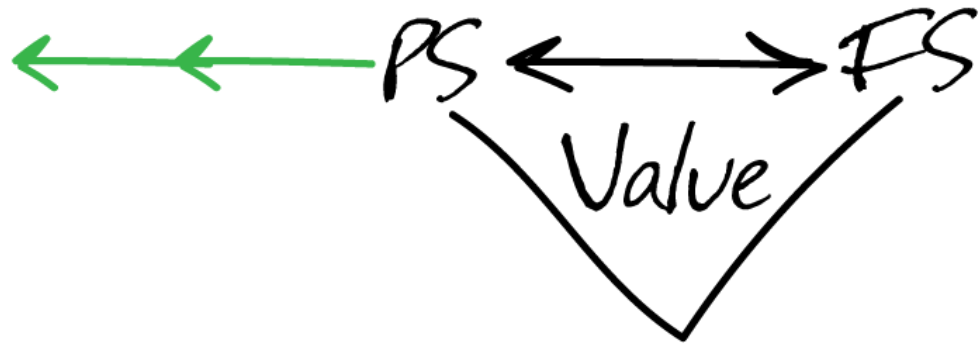
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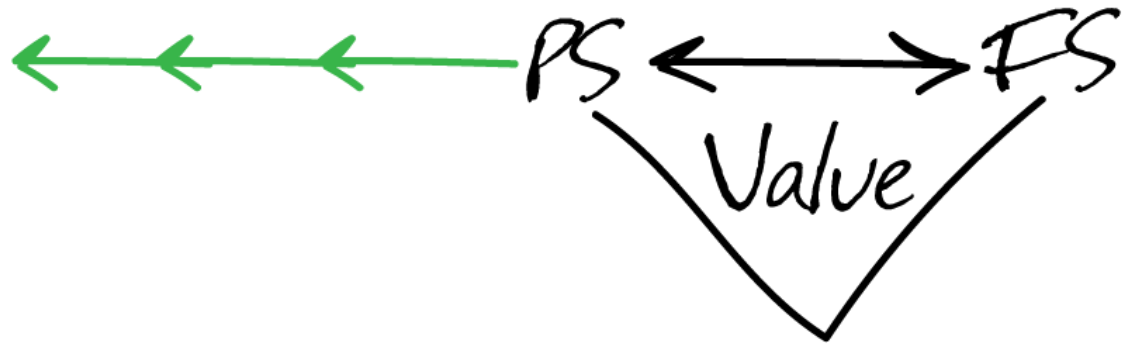
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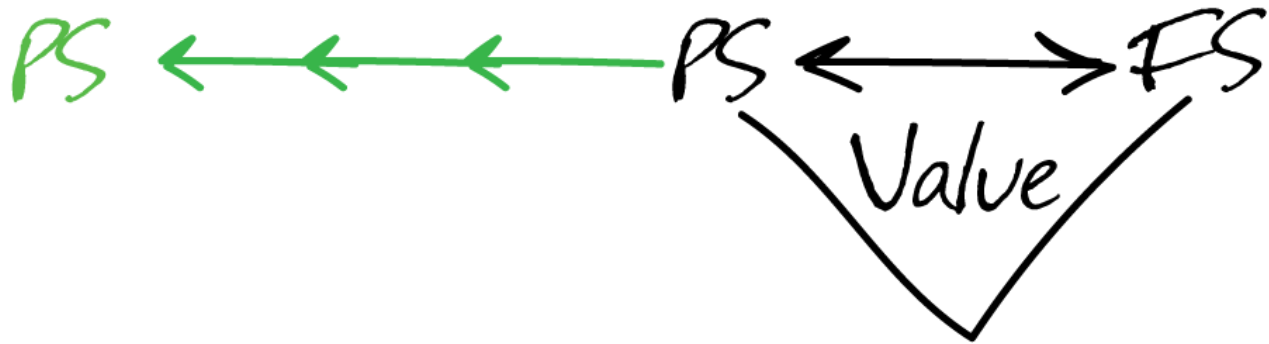


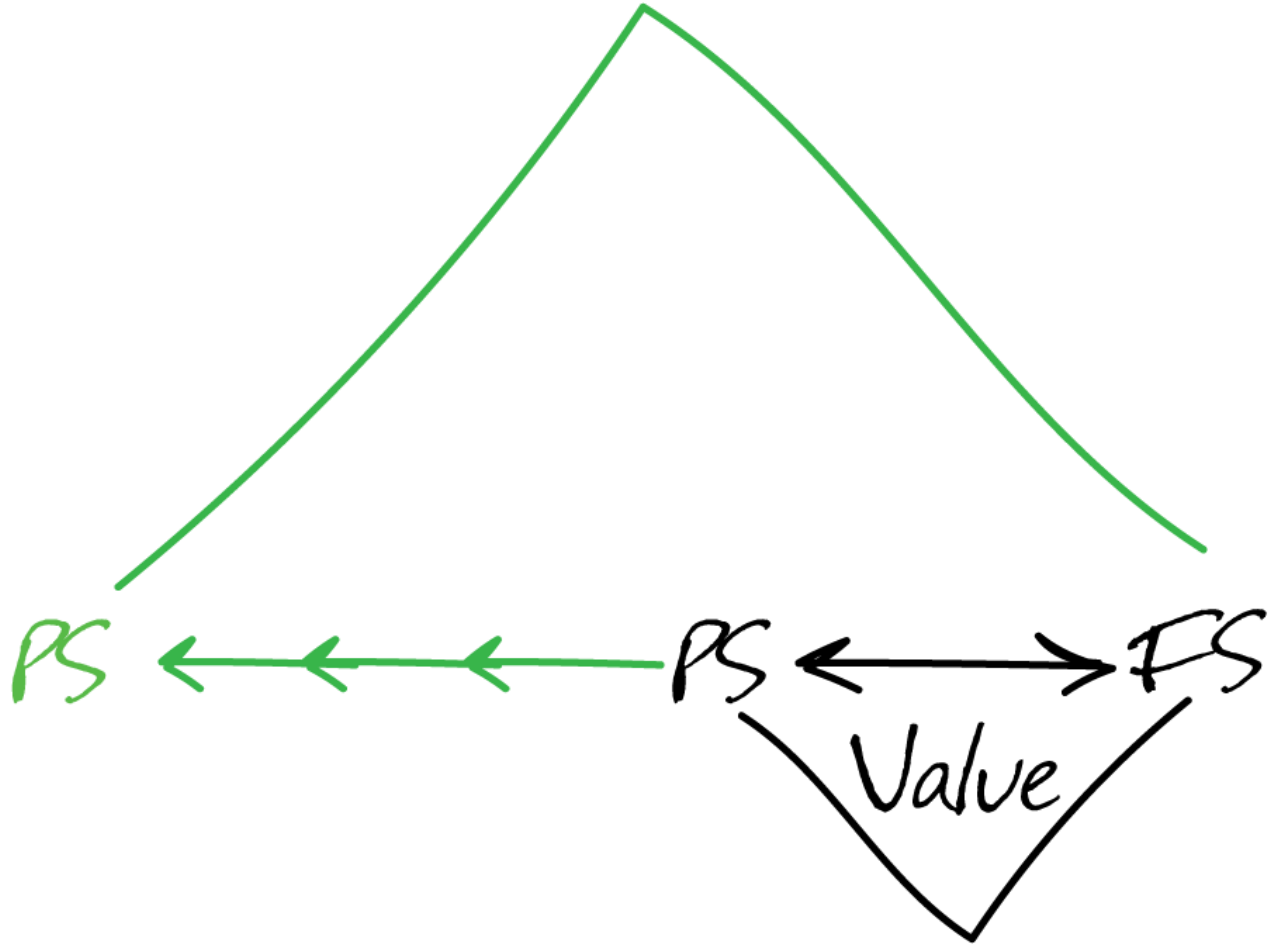




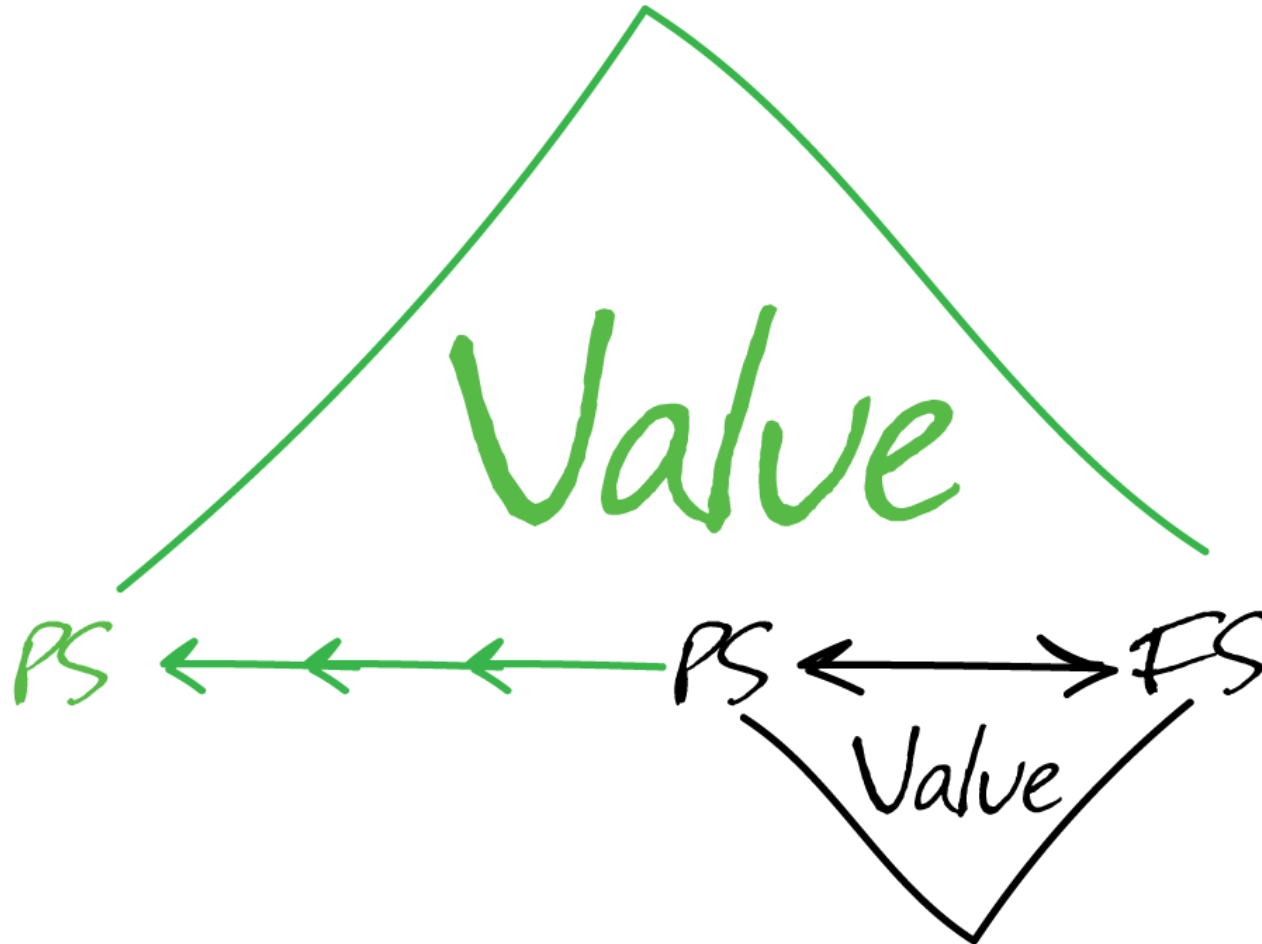








$$FS - PS = \text{Value}$$





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C *oncrete*
C *ontrast* → *Value*
E *motion*
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S *imple*
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C *oncrete*
C *ontrast* → *Value*
E *motion* = *Memory*
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S imple

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C ontrast → Value

E motion = Memory

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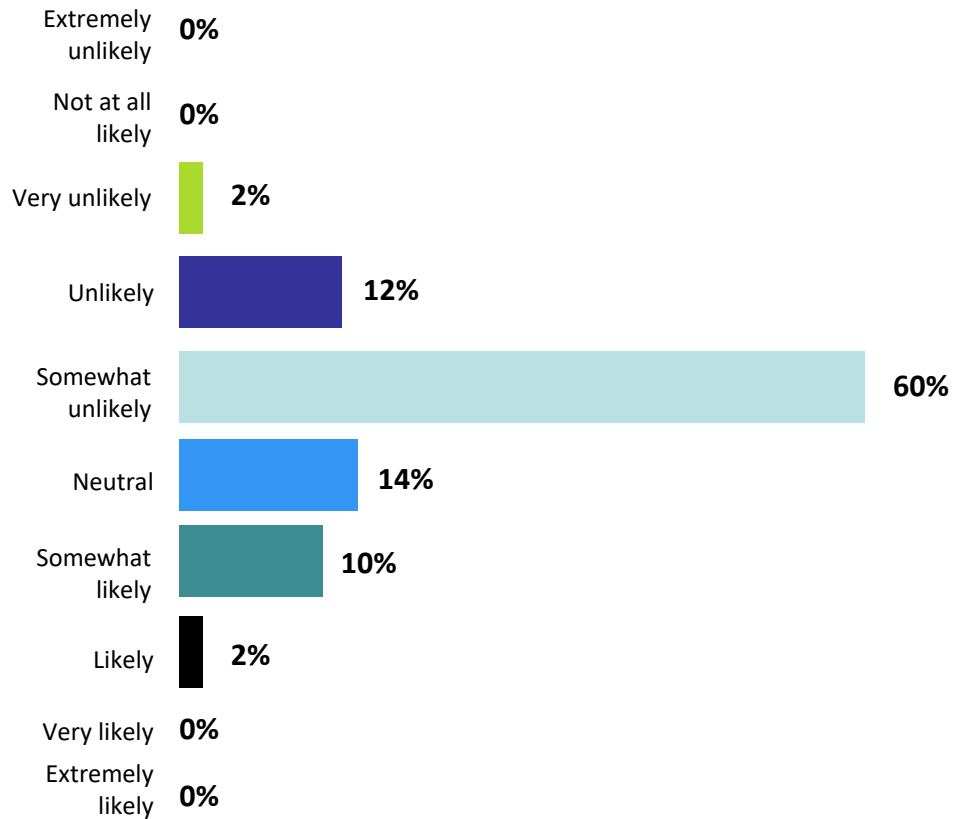
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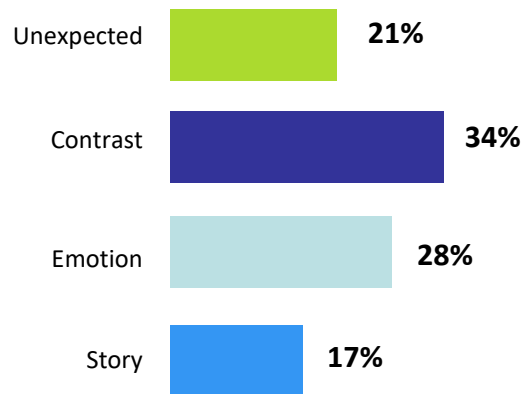
Poll 3

3. How closely does your communication to investors, employers and prospects map to the SUCCESS Formula on a scale of 1-10?

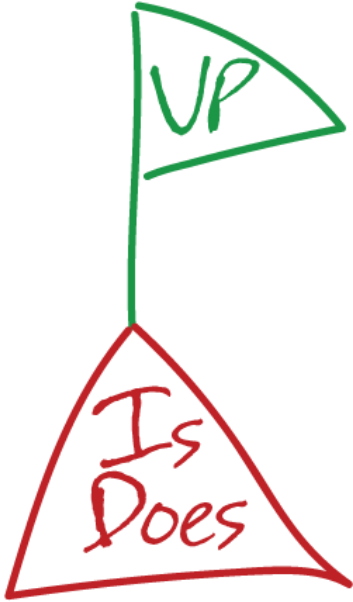


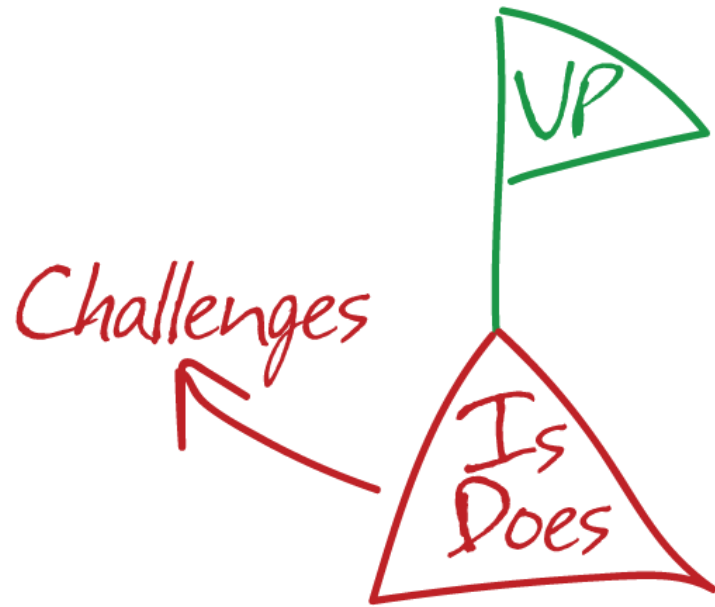
Poll 4

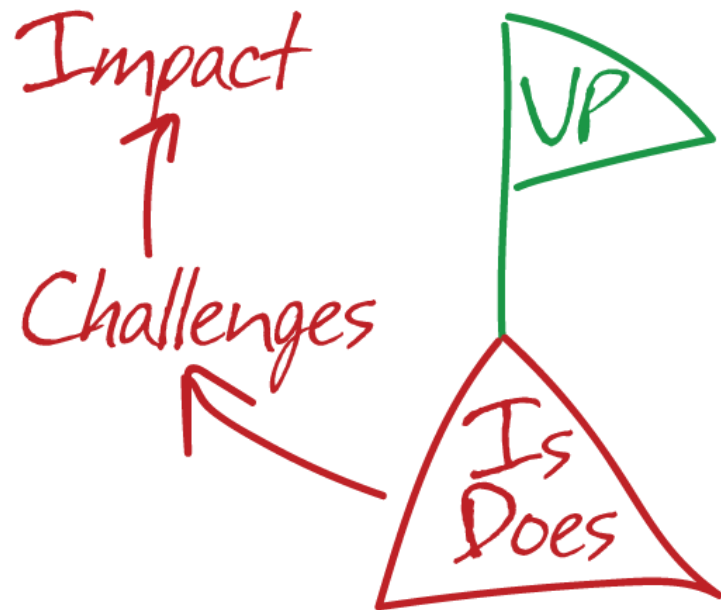
4. Which element of SUCCESS would you like to use more?

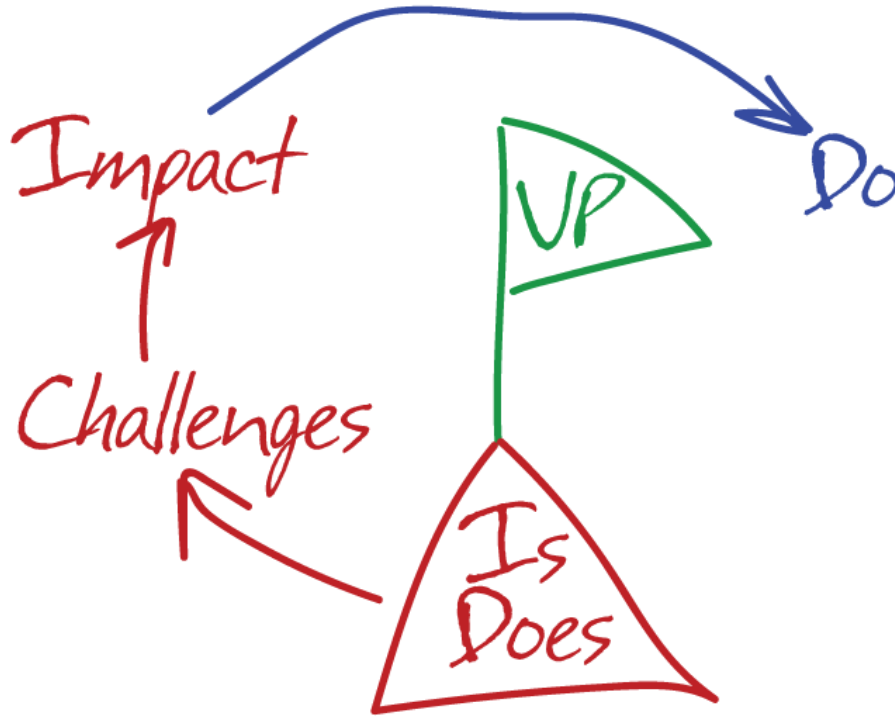


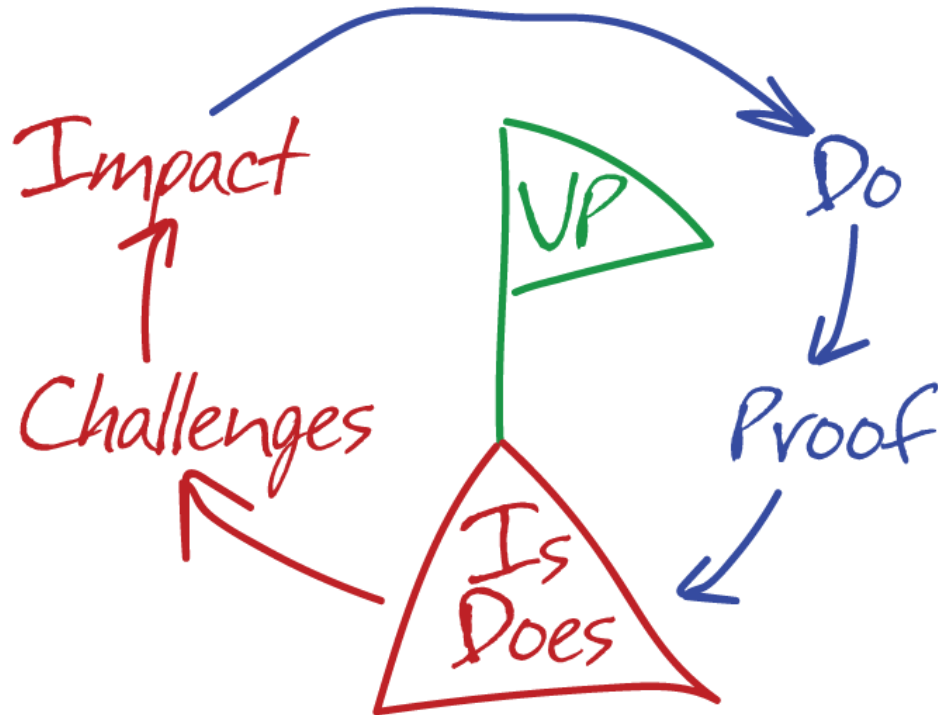


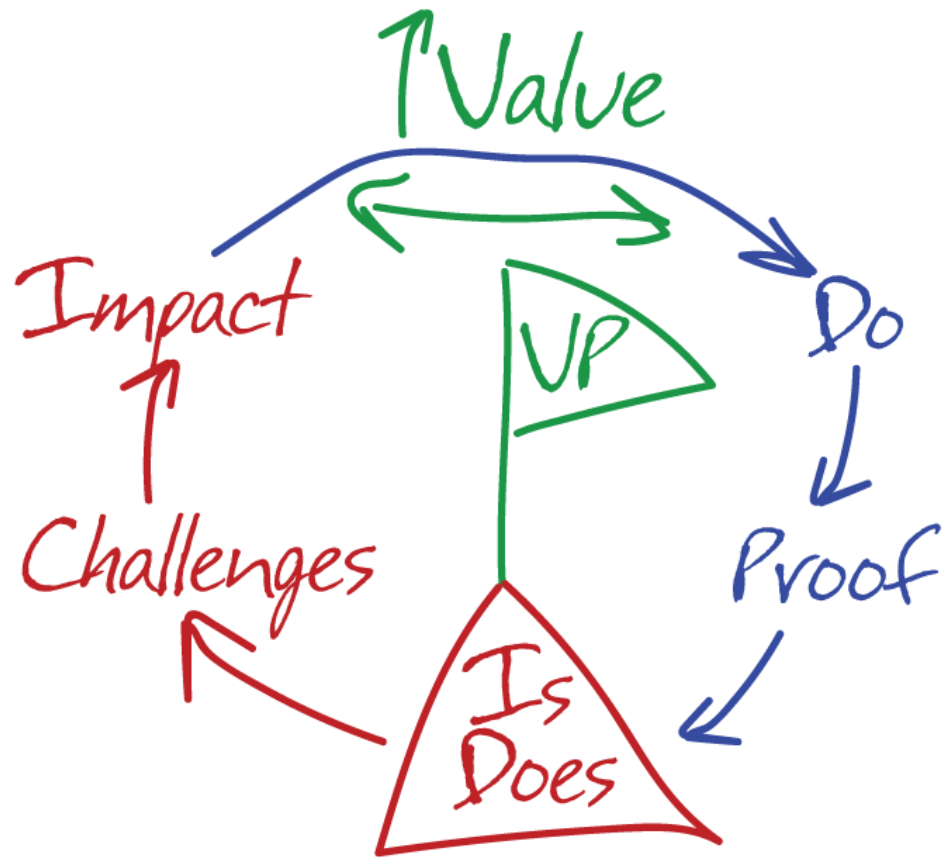












QUESTION?

Write it down:

How are your customers better off as a result of doing business with you?

Answer without making any reference to your product/service.

Drive

Why?

BDR

Investment Pitch

Story

Wedding Dress

Value = Higher Margins = Higher Valuation

Persona

Goals

Challenges

Unique ability to solve the challenges

What can they do different

Proof

Value = Higher Margins = Higher Valuation

Persona

Portfolio Manager

Value = Higher Margins = Higher Valuation

Challenges

Inability to get insightful information due to multiple legacy systems.

Value = Higher Margins = Higher Valuation

Uniqueness

Access to single repository with minimal disruption to current processes.

Value = Higher Margins = Higher Valuation

Do Different

Provide more value to clients by making insightful decision quicker than the competition.

Value = Higher Margins = Higher Valuation

Proof

Demonstration followed by case study.

Presenters' Contact Information

David Kurkjian

Principal

MasterMessaging

dkurkjian@mastermessaging.com

678 561 6260

Huff Logue

CEO

ExecuLinks

hlogue@execulinks.com

770-855-8550

**Please join our August 2020
Meeting
Live or Virtual**

**“Maintaining A Thriving Culture
Working Remotely”**

August 18, 2020