

Atlanta's
Technology Executives Roundtable
June 15, 2021

SPACs & IPOs – What Every Tech
Company Needs to Know (and
Private Equity or a Strategic Buyer as
an alternative!)

*Please hold until
the session begins*

Technology
Executives
Roundtable

TER



David Brinkman
President-Elect,
Technology Executives
Roundtable

President & CEO,
AssureSign

Your Forum

Candid discussion

CEOs, CFOs & Investors

Subject Matter Experts

Complex leadership issues

Share, challenge & test ideas

Thank you to our generous ATL sponsors

Arketi Group: Digital Marketing for B2B tech companies

Frazier & Deeter: Accounting & Advisory

Morris, Manning & Martin: Full-service law firm

Sterling Seacrest Pritchard: Insurance and risk mgmt services

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



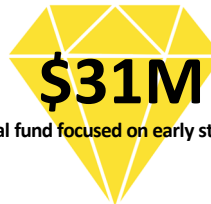
SILICONROAD

OVERVIEW DECK

2021



SILICON ROAD VENTURES



Committed-capital fund focused on early stage Commerce Tech



US startups in high-growth focus areas.



Revenue generating with product-market fit and capital efficient business models.



Pre-seed to series A with \$100-250k first check, up to \$2M total commitment.



Leverage domain and company-building expertise of SRV team.



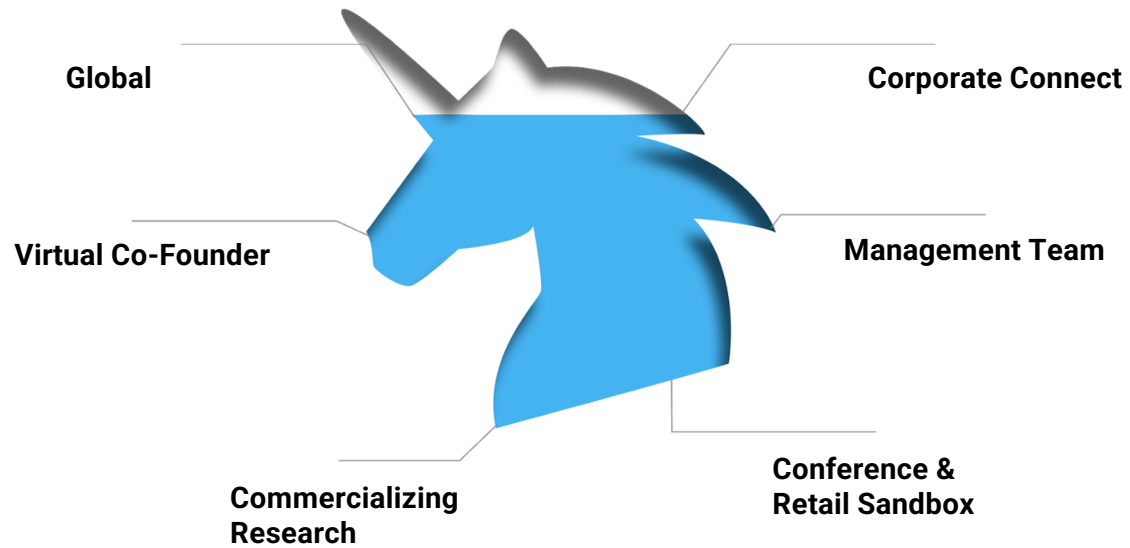
Help our portfolio co's form commercial agreements with leading retailers, CPG, and enterprises.



Lead the category by building an ecosystem that engages key entities.



THE UNFAIR ADVANTAGE





SILICON ROAD FOCUS AREAS

1

In-Store Retail & Customer Technology

ENTERPRISE PROBLEM
Loyalty, engagement, discovery, analytics

MARKET SIZE
\$65B*

2

Multi-Channel Commerce

ENTERPRISE PROBLEM
Changing shopper behavior, assortment

MARKET SIZE
\$40B+



ENTERPRISE PROBLEM
Efficiency, customer experience

MARKET SIZE
\$3.59T

FinTech & Payments

4

ENTERPRISE PROBLEM
Fulfillment innovation, efficiencies, reverse logistics

MARKET SIZE
\$31B+

3

Supply Chain & Logistics Tech

*Value of companies receiving PE/VC investment (CB Insights 2019)

Emerging
Focus Areas



Merchandise Planning & Purchasing Payments and Credit Core Systems (Vendor, Inventory MGMT, HR, Finance), New Retail Formats AI/ML

PROBLEM
DISCOVERY, D2C BRANDS, ONLINE TO OFFLINE (O2O), MOBILE POINTS OF SALE, ANALYTICS, FORECASTING.

Portfolio



Company of the month: XUP Payments

June 2021

92% of business banking clients
receive their merchant processing
solution from a secondary bank or
third-party provider

...and XUP partners with bank to change that

Banks Have a **HUGE** Merchant Revenue Opportunity

5x

Higher balances

For merchants who have both a DDA and processing with their bank

3x

Higher average retention

For a business with merchant vs not having merchant with their bank

\$1,400

Revenue/Year

For in fee revenue related to merchant services when they process with their bank, the opportunity quickly adds up!

Focus On The Merchant Value Chain

XUP integrates a simple set of capabilities to interact with merchants. This provides banks the opportunity to support merchants with a differentiated, end-to-end experience.



CONSIDER



BUY




SERVICE

Acquirers



Client Case Study - KeyBank



YOUR NEEDS ▾ ●







- Industry
- Payment Channels
- Card Volume
- Locations

YOUR SOLUTION > ○

YOUR APPLICATION > ○

REVIEW & SUBMIT > ○

What type of business do you run?
Select the category that best describes your business.

 Retail	 Food & Beverage	 Professional Services
 Healthcare	 Business-to-Business	 Other

Continue

“The new XUP platform allows KeyBank to provide small businesses with a superior overall experience in conjunction with a best-in-class merchant processing solution.”

Jon Briggs, Head of KeyBank Commercial Product & Innovation



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Please join our
July Virtual
Meeting

The Convergence of FinTech and
Software

July 20, 2021

UPCOMING TER EVENTS

**Tentatively in person:
Check ter-atlanta.com in late July for final plan**

August 17, 2021

***Ransomware Prevention:
Best Practices for Reducing Your Technology Exposure and
Legal Liability (And Saving Your Job!)***

September 21, 2021

***Social Media, Privacy & Your Tech Company Policies:
How to protect your brand (and avoid from being sued)***

Please stay after
for

Q&A
with today's Speakers