

QUESTION OF THE DAY

How can your product or service benefit from being intentional with DEI?

TIER

Technology
Executives
Roundtable

October 2022

Atlanta Technology Executives Roundtable

Why Inclusive Culture is Imperative for Every Technology Company

*Please hold until
the session begins*

TEER | Technology
Executives
Roundtable



David Brinkman

President 2022

Technology Executives Roundtable

Founder & CEO, CAMDA Investments

Your Forum

Candid discussion

CEOs, CFOs & 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

Thank you to our generous ATL sponsors

Arketi Group: Digital marketing for B2B tech companies

Dualboot Partners: on-demand product design and software engineering

CLRE Advisors: Real estate advisors for high growth companies

Frazier & Deeter: Accounting and advisory

Morris, Manning & Martin: Full-service law firm

Sterling Seacrest Pritchard: Insurance and risk management services

Truist: Full-service corporate/ investment banking

SPONSORS



CASE FOR INVESTMENT | 2022

Fueling Innovation Through Inclusive Investing.



WHO WE ARE

Capital, where it counts.

There's a capital gap. Diverse founders of successful ventures continue to be underfunded. Zane Venture Fund is addressing this gap, putting capital where it counts with **diverse founders** in the **Southeast** and other underfunded regions.

We invest in inclusive teams building tech solutions with **innovative business** models, and signs of **early traction**.

Zane offers more than money; we provide our founders with mentoring and access to the kind of network of resources needed to allow their talent to shine—and their companies to grow.

We are founded, funded, and operated by a passionate group of diverse entrepreneurs, investors, and operators.



Barbara Jones
CEO & Founder at
Lillii RNB



ZANE VENTURE FUND

PRIVATE AND CONFIDENTIAL

TEAM

Zane Venture Fund Partners



Shila Nieves Burney

MANAGING PARTNER

- ◆ Voted Atlanta "50 on Fire" by Atlanta Inno
- ◆ Go-to investor and connector for diverse entrepreneurs in Atlanta and other major inclusive innovation hubs
- ◆ 20+ years creating equitable solutions in health and education
- ◆ Member, National Association of Securities Professionals
- ◆ 8 equity investments with follow on-funding; 60 non equity investments via Zane Access
- ◆ Built diverse ecosystem that has resulted in entrepreneurs raising over \$13M
- ◆ Investment Committee



Sig Mosley

VENTURE PARTNER

- ◆ Named "The Godfather of Angel Investing In The Southeast"
- ◆ Managing Partner, Mosley Ventures
145 startup investments with 106 liquidity events
- ◆ Record for largest exit in the Southeast region with \$5.7 billion acquisition of Tradex
- ◆ Entrepreneur in Residence, Georgia Tech and ATDC
- ◆ Inductee, Georgia Technology Hall of Fame
- ◆ Zane Investment Committee
- ◆ Emory EIR



LEADING LPs

We leverage our dynamic network of advisors and limited partners to reproduce shared success.



Montoya Trice
Product Ideation
Technology commercialization, go-to-market strategy



Scott Williams
Strategy & Business Development
C-level executive in product, CS, business development and marketing



Nicole Myers
Product Design
Digital, data and analytics product design, and development expertise



Imani Grant
Operations Strategy
Senior Strategy & Operations Manager at DoorDash



Brian Tolleson
Marketing, Entertainment, Media
Successful sale and exit from the first Advertainment Studio



Mandy Bynum
Portfolio Support
Investor, Advisor and Equity Expert



Von Wright
Technology & Operations Strategy
30 years in technology strategy, product and operations



Martina Edwards
LP Strategy & Portfolio Support
First Black Woman Trader on the NYSE for Merrill Lynch, Capital access expert



ZANE VENTURE FUND

PRIVATE AND CONFIDENTIAL

OTHER NOTABLE LPs



ZANE ADVANTAGE

We are your “sherpa” in navigating the rugged terrain of investing in diverse founders.

Our team has an investment history of: \$59M invested, 145 deals, 106 exits, and the largest venture deal in the Southeast.

\$59M
INVESTED

145
DEALS

106
EXITS

◆ 1998, ISS, 30x IPO

◆ 1999, Wireless Cable of Florida 7x Acquisition

◆ 2000, Largest SE Venture Deal, \$5.7B, Tradex, 180x Acquisition

◆ 2007, Bank Intelligence, 4x Acquisition

◆ 2013, Joulex, 5x Acquisition
Vocalocity, 6x Acquisition

◆ 2014, SilverPop, 5x Acquisition

For Imlay Investments
Investment period: 8/1/1990
to 8/1/2010

Return data: 8/1/1990 to
12/31/2012

Zane Approach

1

UNDERFUNDED REGIONS

We source and invest in one of the most underfunded regions and where the most promising diverse founders live, build, and play.

2

FINDING ALPHA

We find alpha in the Southeast region where there isn't a high concentration of VCs.

3

EARLY INTERVENTION

We mentor and coach founders to a point of inflection and growth to get them to Series A and beyond.



TRACTION

Three of our eight portfolio companies are scaling rapidly, and we have provided follow-on capital.

One company, Lillii RNB Inc., aka Freeing Returns, recently closed a round with Serena Ventures—proving our model of getting into great deal flow early and helping our companies scale.

- ◆ Q3 2022, **GoCoach** raises \$5M, led by Panoramic. Zane follows-on investment and joins board as observer.
- ◆ Q2 2022, **Lillii** reached over \$1M ARR through several partnerships in fraud prevention. Zane provides bridge loan as founder prepares for raise.
- ◆ Q2 2022, **Lillii** (Freeing Returns) Raised \$3M from Serena Ventures and Aperture.
- ◆ Q2 2022, **OME** Kitchen follow-on round: \$3M seed round led by HalogenVC, and Zane participated in follow-on round.
- ◆ Q4 2021, Zane committed and joined \$3.35M round for **GoCoach** who then hired 20 people. Also reached \$4M in revenue.
- ◆ Q3 2021, **GoCoach** won Atlanta's Startup Showdown, powered by Panoramic Ventures. Raised \$3.5M, round led by Panoramic Ventures.
- ◆ Q2 2020, **OME** Kitchen Partnered with Amazon Alexa

SCALING RAPIDLY

ome

SCALING RAPIDLY

LilliiRNB

SCALING RAPIDLY

BEACH BOX

KIRPA
AUCTION HOUSE

go coach

simpliworks

PARROT

CONCONNECT



OUR GOAL

Target Ask

\$150K MINIMUM
INDIVIDUAL

\$1M MINIMUM
INSTITUTION



Akshita Iyer
Co-Founder & CEO at
OME Kitchen



Contact:
shila@zane.vc



zinnia

IMPACTFUL OFFSITES,

EFFORTLESSLY

THE MARKET

74%

of companies are hybrid or
completely remote
as of July 2022

\$510.9B

annual spend on
company offsites, retreats,
and events by 2030



THE PROBLEM



120+
Hours spent
planning



23%
Overage from
original budget

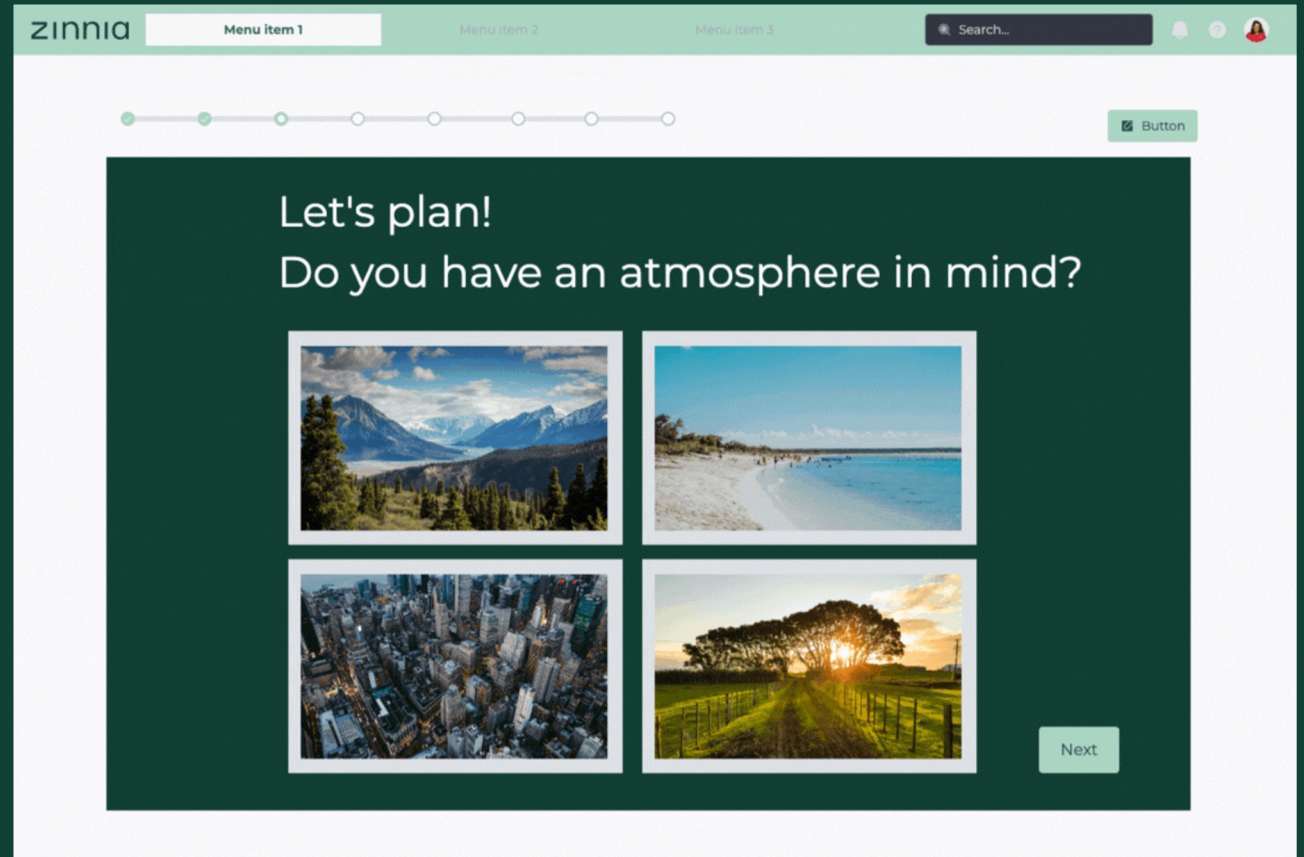


Low
Impact
and ROI



ZINNIA CONCIERGE

- 1 Venue & Site Selection
- 2 Planning & Coordination
- 3 Contract Negotiation
- 4 Vendor Payments
- 5 Strategic Agenda Setting
- 6 Shareable Social Graphics
- 7 Employee Communication
- 8 Dedicated Zinnia Concierge



THE *INVESTMENT*

\$200

PER
ATTENDEE

95%

BREAK EVEN
-OR-
COST SAVINGS



HOW CAN YOU *HELP*?



Sales Kickoffs
Executive Leadership
Quarterly Business Reviews
Board Meetings
Incentive Trips
Client Events
User Group Meetups

...& MORE





zinnia

Please contact

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for questions or follow-up

Lauren Marturano, Founder + CEO

October 2022

Atlanta Technology Executives Roundtable

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Panelists



MODERATOR
Ronnie Cannon
President
CLRE Advisors



Kelcey Reed
CTO
Opportunity@Work



Sandy Mollett
COO
Inclusivv



Jeff Street
CEO
Entrepid



Antoine Lyseight
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PLEASE
STAY AFTER FOR

Q&A
with today's panelists

SPONSORS



Please join our
Special November Event
(in-person only)

**Twelfth Annual
John Imlay Leadership Award Ceremony**
*In Honor of Marc Gorlin,
Founder & CEO at Roadie*

November 15, 2022

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