

Atlanta's
Technology Executives Roundtable
October 13, 2020

Accelerating Black
Entrepreneurship in Atlanta/How
to Increase Diversity in your Tech
Company

*Please hold until
the session begins*

Technology
Executives
Roundtable

TEER



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

TER

Thank you to our generous sponsors

Arketi Group: Digital Marketing for B2B tech companies

Execulinks: Executive Level Search

Frazier & Deeter: Tax, audit and accounting services

Morris, Manning & Martin: Full-service law firm

Pritchard & Jerden: 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



AVENUE
GROWTH PARTNERS



ABOUT US

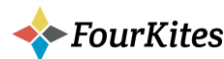
Avenue is an expansion stage growth equity firm partnering with B2B software entrepreneurs to build niche-market winners.



Brian Goldsmith
Co-Founder & Partner



Ryan Russell
Co-Founder & Partner

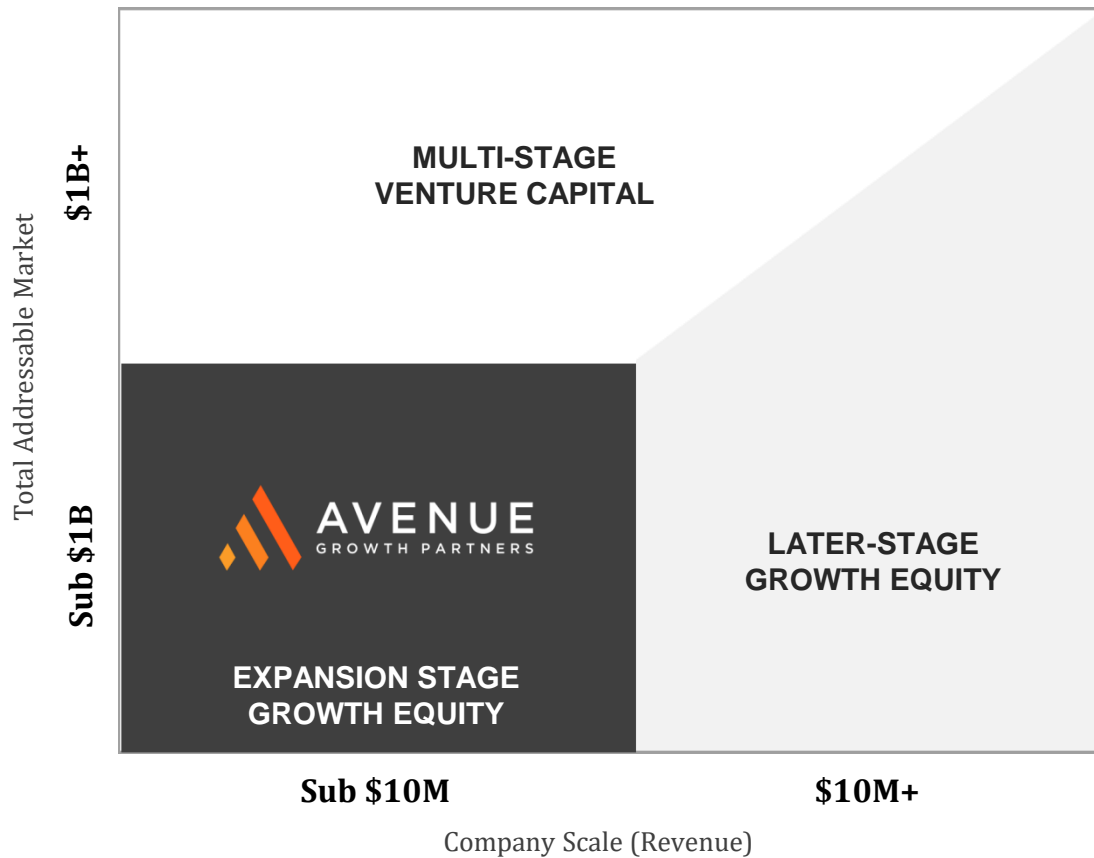


DIFFERENTIATED APPROACH

Avenue provides expansion stage entrepreneurs an aligned, growth capital alternative to VC or selling control.



MARKET OPPORTUNITY



TARGET INVESTMENTS

\$3-8M ARR

Expansion stage

~100%

Avg. growth

No / Low

Burn

~\$10M

Avg. check

Category-Leading

B2B Software

Non-Control

Investments

TEAM

Creating a sustainable competitive advantage by building a diverse & inclusive team from day one.

MISSION

Pave a path for women & people of color in growth equity by building a lasting firm with industry-leading returns.

OUR PLAN

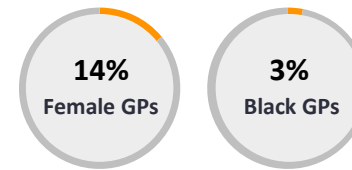
50%+
of our team to be women and/or people of color

WHY

- Differentiated access to talent
- Differentiated access to opportunities
- Better decision making
- **Better returns**

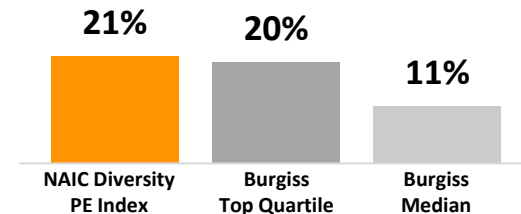
STATE OF THE INDUSTRY

Industry diversity remains woefully behind...



DIVERSE TEAM PERFORMANCE

...even though Diverse PE fund net IRR is ~2x the industry median & 100 bps above the top quartile.





MODERATOR:
Kelli Kelley
Founder/CEO
brndMethod Media
Group & Producer of
MMM Tech Law &
Business Report



George Azih
Founder/CEO
LeaseQuery



Kofi Conduah
Founder/CEO
Regal Software



Ortez Gude
Co-Founder/CEO
Citiri



Stephen Marshall
CEO
ShootProof

Poll 1

1. Do you think Atlanta is the capital of Black entrepreneurship?



Panel Discussion



The latest US Census reports that Atlanta has a 52% Black population and a June 2020 report from the Harvard Business Review reports that less than 1% of venture capital goes to Black founders.

How do you think this disparity impacts Black entrepreneurship in the Atlanta tech community?

Panel Discussion



What were your key factors in building a successful business – and what unique challenges have you faced?

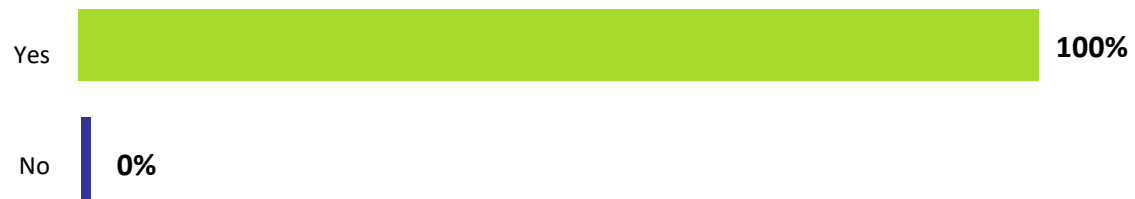
Panel Discussion



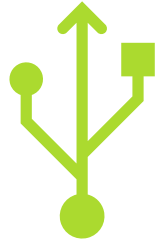
How can our community intentionally promote and support Black entrepreneurs?

Poll 2

2. Are you interested in increasing diversity in your company?



Panel Discussion



What are the unique advantages to retaining Black leaders to a company and how should tech companies go about attracting talent?

Poll 3

3. Would you like to have a Black entrepreneur on your Board of Directors or Advisory Board?



Panel Discussion



What are the ways Atlanta tech companies can promote diversity on their boards of directors and advisory councils?

Panel Discussion



What steps should VCs take to increase funding and support of tech companies led by diverse leaders?

Presenters' Contact Information

Kelli Kelley

Founder/CEO

brndMethod Media Group

& Producer of MMM Tech Law & Business Report

kkelley@mmmlaw.com

George Azih

Founder/CEO

LeaseQuery

george.azih@leasequery.com

Kofi Conduah

Founder/CEO

Regal Software

kc@regal-us.com

Presenters' Contact Information

Ortez Gude
Co-Founder/CEO
Citiri
ortez@citiri.com

Stephen Marshall
CEO
ShootProof
stephen@shootproof.com



**Mike
Neumeier**
Arketi Group

American Cancer Society

Real Men Wear Pink

Atlanta

2020 Honoree

www.arketi.com/pinkmike



**Please join our
November 2020 Virtual
Meeting**

**Tech Leadership Lessons for 2021:
Atlanta's Tech Leaders (& Former
Imlay Leadership Award Recipients)
share their keys to success in 2021
November 17, 2020**



MODERATOR:

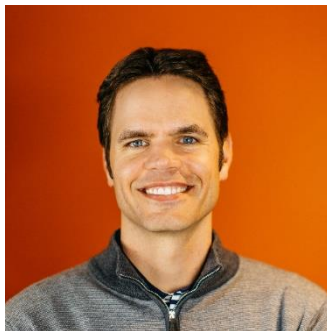
Kelly Gay

Chairman/Board
Director/CEO



Michael Cote

CEO/Member, Board
of Directors
SecureWorks



David Cumming

Founder
Atlanta Tech Village



Alan Dabbieri

Chairman
OneTrust



Sig Mosley

Managing Partner
Mosley Ventures



Tom Noonan

Board of Directors
Intercontinental
Exchange
ICE/NYSE



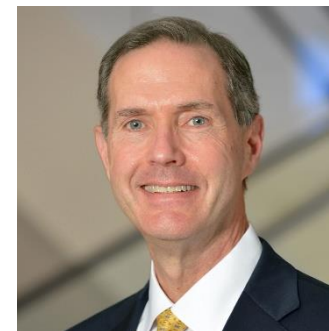
Bill Nussey

CEO/Co-Founder
Solar Innovations



Tripp Rackley

CEO
Kenzie Lane Innovations



John Yates

Partner
Morris, Manning &
Martin, LLP

Join us for a unique panel of Atlanta's most decorated technology leaders!

Please stay after
for

Q&A
with today's Moderator
and Panelists