

We are a small business creation company. Start, grow, and divest!

PITCH VIDEO INVESTOR PANEL



smallstartventures.com Tucson AZ

Main Street Community Lifestyle Marketplace

LEAD INVESTOR

 **Michael Derby**

I've known Rob for many years and we've started several businesses together. He's a natural leader with good business sense. He's identified a huge market opportunity that can make a significant impact on humanity. I trust him implicitly and am anxious to join him on this new adventure.

Invested \$1,000 this round

[Learn about Lead Investors](#)

OVERVIEW UPDATES WHAT PEOPLE SAY 10 ASK A QUESTION 4

Highlights

- 1 Provide economic opportunity to a diversity of people.
- 2 Reduce small business risk with capital, back office support, and mentorship.
- 3 Divest in year three - sell profitable businesses to the entrepreneurs.

Our Team



Robert R. Samuelsen President and CEO

CEO, CFO, COO for more than 20 years Founder of Square Knot Ventures, eVine, AvaLAN Wireless, Navibase, and SEE Consultants Executed three business turnarounds Raised approximately \$450 million

Our goal is to provide economic opportunity to a diversity of entrepreneurs through small business ownership. There are many hardworking, high integrity, and passionate people who want to improve their economic status in life and we've developed a unique commercial way to do it through small business entrepreneurship.



Clinton Swapp VP and Chief Marketing Officer

Spent 14 years in marketing and sales for one of the world's top equipment dealers. Won top sales award three years. Master graduate of Rapport Leadership International

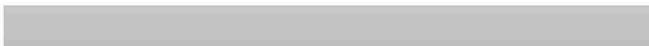


Stephen Taylor VP and Chief Operating Officer

Small business consultant with experience in business startup & operation, economic development, automation & manufacturing engineering.

SEE MORE

Pitch



Welcome

SMALLSTART VENTURES, INC.

A Small Business Creation Company



SmallStart Ventures

A Public Benefit Corporation

The Problem:

Thousands of potential entrepreneurs will never start their dream businesses, or worse, their startup will fail prematurely!



SmallStart Ventures

Great Business Ideas Remain Ideas

Many people have great business ideas but fail to do anything with those ideas due to lack of experience, lack of capital, or simply from allowing fear to hold them back from taking action.

Small Business Success Rate Is Less Than Ideal

According to most studies, about 50% of all small business startups are still in business after the 5th year.

Great Entrepreneurs are Overlooked Everyday

Talented people with extraordinary skills are overlooked in the business world everyday. Even with diversity laws in place, African Americans, single women, Hispanics, immigrants, ex-cons, and even veterans find themselves at a disadvantage when starting a small business.

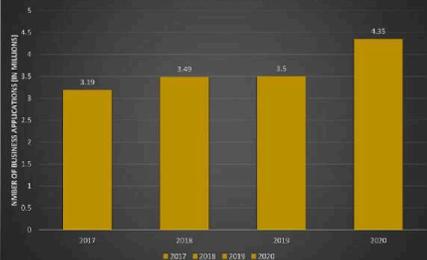
Small Business Creation Provides Opportunities to Bridge the Wealth Gap

Since the Recession of the mid 2000's, the low and middle class have not recovered at a rate that would be expected. Small business creation and growth are a time tested solution to helping overcome poverty through self reliance.



SmallStart Ventures

Number of New Business Startups



*source: census.gov



SmallStart Ventures

A great business idea is doomed from the beginning if it is held at bay by FEAR.

Business creation for many is fearful.

1. Fear of the unknown
2. Fear of financial risk

SmallStart's business creation model reduces the fear factor by taking on the majority of the risk using a "Build then Buy" approach to small business ownership.

Also, the Success Coach method that we employ replaces the unknown with certainty through teaching, mentoring, and one-on-one guidance.

Fear Kills
More
Dreams Than
Failure Ever
Will.



SmallStart Ventures

The Solution:

SmallStart Ventures

1. We provide guidance
2. We provide business tools
3. We provide Success Coaching
4. We reduce risk
5. We reduce fear



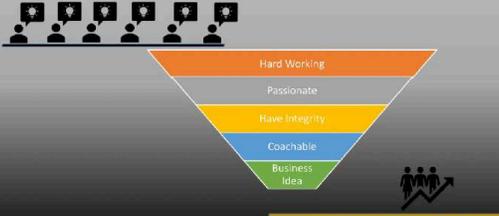
The Small Start Solution Includes 4 vital parts

1. An in depth screening process that identifies candidates with a high probability of completing the process.
2. A mutual agreement in which SmallStart Ventures starts the business as owner and the candidate operates the business.
3. SmallStart Ventures assigns a Success Coach to each business who works closely to ensure proper planning and business decisions are made to enhance the probability for success.
4. At a predetermined time frame, the business is appraised and then purchased by the candidate as an existing, fully functioning, and profitable business in which they own 100% equity.



Step 1: Comprehensive Screening Analysis

The SmallStart process starts with a screening process that identifies those individuals who are hard working and passionate about pursuing their dreams. It also identifies those individuals who are willing to be coached on their journey to success.



Path to Successful Business Ownership



Step 2: The 3 Year Agreement

When a client is identified and ready to start, two agreements are entered into by each party. After the agreements are executed, SmallStart creates the business, as owner, and hires the candidate as general manager.

EMPLOYMENT AGREEMENT

- 3 year term
- Salary + Performance bonus
- Benefits



Memorandum Of Understanding

Entrepreneur will purchase the business from SmallStart at the end of year three.

- How and when are outlined here.



Step 3: Growth and Operation

Three Year Partnership

Business Operation



SmallStart

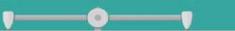
- Capital
- Coaching
- Planning
- Back Office Administration

General Manager

- Day to Day operation
- Knowledge of Product or Service
- Client Relations
- Willingness to Learn



Step 4: The Exit



The Value

The business value is established by a 3rd party business appraisal company

The Buyout SmallStart works with the client to secure capital to purchase the business

Ownership Transfer The client owns 100% equity in the business. The proverbial "training wheels" are removed and they operate independently.

SmallStart Ventures

What Sets Us Apart?

The SmallStart Ventures' Value Adds

CAMPS Ecosystem

- Capital
- Accounting
- Marketing
- Personnel (HR)
- Success Coaching

Back Office Support

SmallStart Ventures

Why Small Businesses Fail

Reasons Small Business Startups Fail *Source: Score.org

<p>82%</p> <ul style="list-style-type: none"> Lack of Cash Flow Run out of capital 	<p>29%</p> <ul style="list-style-type: none"> Inexperience No Plan 	<p>42%</p> <ul style="list-style-type: none"> No market need for product or services 	<p>23%</p> <ul style="list-style-type: none"> Wrong Team Poor Teamwork 	<p>19%</p> <ul style="list-style-type: none"> Out-competed
-------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------

SmallStart Ventures' CAMPS Advantage

Capital	Accounting & Administration	Marketing & Market Research	People Management	Success Coaching
---------	-----------------------------	-----------------------------	-------------------	------------------

SmallStart Ventures

Who Competes in This Space?

Venture Capital vs SmallStart Ventures

<p>Venture Capital Model</p> <ul style="list-style-type: none"> Looks for 10X return on investment Approximately 7 in 10 VC backed small businesses fail Business owner gives up equity to have the VC's money, even after exit 	<p>SmallStart Ventures Model</p> <ul style="list-style-type: none"> Looking for 10X return on investment 8 out of 10 business startups successfully exit the program Successful business owner receives 100% equity in their business at exit
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Metric	Venture Capital	SmallStart Ventures
Candidates Screened	200	300
Funds/Secured	20	75
Successful Exits	4	60

SmallStart Ventures

*Venture Capital information source: Stanford Graduate School of Business via YouTube and corporatefinanceinstitute.com

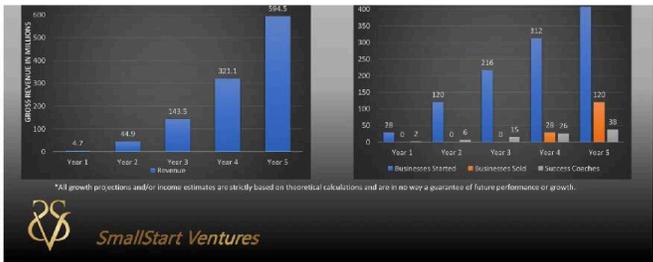
The Winning Team

<p>Rob Samuelsen President & CEO</p> <ul style="list-style-type: none"> 35 years of business experience 20 years of C-suite management experience Founded and grown several small businesses 	<p>Steve Taylor Vice President & COO</p> <ul style="list-style-type: none"> Small Business owner since 1995 26 years of business experience Works with struggling small businesses to help them correct their course. 	<p>Clinton Swapp Vice President & CMO</p> <ul style="list-style-type: none"> Started and run three small businesses since 1996 26 plus years of business and marketing experience 	<p>MaRico Tippett Consultant</p> <ul style="list-style-type: none"> Owner of Community Wealth Builders and CTECH Force Support, LLC. Graduated from USAF Academy Retired Lieutenant Colonel USAF 12 years small business experience
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

SmallStart Ventures

Growth Projections

5 Year Expected Revenue Growth*	Start Up & Exit Projections
290	400
	408



Disclaimer: This slide contains forward-looking projections that cannot be guaranteed

Traction

Just two short months after forming SmallStart Ventures we entered into agreement and created our first small business!

Guiding Light Senior Care

- Senior health care placement and consulting company

GUIDING LIGHT SENIOR CARE

Wendy

- Single mother of 4
- Passionate care giver
- Goals include opening her own senior center and providing the best senior care in Tucson

SmallStart Ventures

C Guiding Light Endorsement for Small Start Ventures Copy link

Watch on YouTube

Thank you

SMALLSTART VENTURES, INC.

SmallStart Ventures A Public Benefit Corporation