

Draft
Proposed Schedule
Foundation

DRAFT

- | | |
|---|--|
| Friday, July 30 | Working group meet: <ul style="list-style-type: none">• Interview candidate for ED position• Determine name• Review solicitation list• Agree on schedule• Review paperwork from Gray Cary |
| Mon., August 2 | Begin fundraising phone calls |
| Mon., August 2 | Contact designer to begin comps for logo (<i>Lynne</i>) |
| Mon. August 9 | Bock meet w/Austin Ventures Investment Professionals regarding Foundation and AV portfolio involvement |
| Mon. August 13 | Executive Director hired and on-board at least part-time |
| Tues August 17 | Comps for logo design – select one |
| Fri. August 20 | Final artwork ready for logo |
| Fri. September 2 | Fundraising goal met!!! Print letterhead |
| | Meet with Lori Hawkins and Metro editor for embargo story |
| Thurs. Sept. 16 | Press conference at Barton Creek Country Club in conjunction with Links for Life (technology charity golf tournament) <ul style="list-style-type: none">• Announce mission and formation of the Foundation• Announce underwriters• 'Testimonials' by Bock, Vanderveldt• Challenge by 2 new tech company execs (lead donors) |
| Mond. Sept. 20 | Letters/emails out to company execs to announce Foundation; tee up for a 1:1 by Foundation teams |
| Nov/Dec/Jan. | Stock option pitches |
| Jan. 27 | Announce status report at 360 Summit & press |
| Work in: VC & other Underwriter/Influencer briefing | |

Working Agenda
Friday, July 30, 1999

1. **Status of paperwork from Paul**
2. **Fundraising for operational expenses**
 - ❖ How much per year? ~~need \$200K~~ \$150K / 2 yrs.
 - ❖ Pledge/cash concept ✓
 - ❖ Review *draft* solicitation list
 - ◆ input on target list
 - ◆ amount requested of each
 - ◆ who does each ask?
3. **Review schedule**
4. **Select Name for Organization**
 - ◆ Review list
 - ◆ Narrow list
 - ◆ Decide final name
5. **Talking points for Fund drive**
 - ◆ Hand out draft for take home review
 - ◆ Need input by Monday
6. **Develop talking points for company solicitation**
7. **Review candidate resumes**
8. 3:45 Interview ED candidate Paula Fracasso

Schedule

August 1 -	
September 1	<i>Operations Fundraising Campaign</i>
August 13	<i>Executive Director on board</i>
September 16	<i>Press Conference--public announcement</i>
September 20	<i>Company visits begin</i>
Nov/Dec/Jan	<i>Company visits</i>
January 27	<i>Announce status/momentum at 360 Summit</i>

Austin Entrepreneur's Foundation

The mission of the Austin Entrepreneur's Foundation is to encourage and facilitate a culture of stake holding in our community;

where technology companies can share their potential and demonstrate their commitment to building a world-class community,

and our philanthropic sector can derive a tangible benefit from the success of these companies, while emotionally engaging in their journey.

Current Community Situation

Austin's technology industry is young. Most of the recent growth in our economy has been from the continued and rapid growth of small technology companies.

There is a strong perception --based on a lack of participation in community philanthropic efforts-- that executives and employees of these emerging companies do not have an interest in supporting their community, thus, being tagged as selfish and/or arrogant. There is some reality here:

A) there is a shortage of dollars and participation flowing from these companies, *but this is due primarily to their lack of discretionary funds and lack of time as they work 24/7 to build their companies in this fast-paced tech climate; and,*

B) these young companies have not had much experience in business, much less community giving-- although they appreciate the quality of life they have in Austin-- they have no idea on how to contribute or have an impact.

Current Community Situation

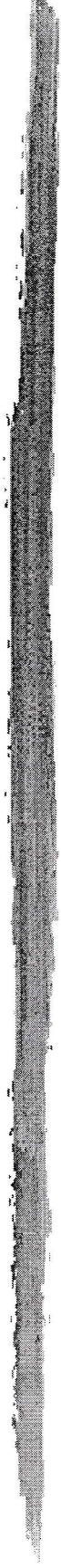
What young, up-and-coming companies do have is:

- energy
- profile
- potential

This actually contributes to their overall challenge in the community-giving area. When Joe Q Public or Joe Q Non-profit reads that Company A gets \$10 million in funding from a venture capital group, they assume this company is loaded. They do not understand, as we do, what level of commitment it takes (in capital and energy) to get a company off the ground and leading in a market.

When Company A does not reinvest it's 'windfall' in the community, those not quite familiar with the process wonder why...and come up with their own message.

The reality is, they do not have much to give....



Except...

A piece of their potential: *Stock options*.

At the earliest stages of a company, options are worth nothing to *anyone*. So why do employees spend more time negotiating their number of stock options than they do their salary in their compensation packages? Because they are staking a claim to the future success of this company and will participate, in their own way, to make sure that company maximizes its potential...this is where/when they receive their 'payoff.' So, in the employment area, stock options are a win-win: employees are motivated to shoot for the moon and work hard; employers have a way to compensate and reward employees for taking the risk with them.

This same model has proven an extremely effective and motivational tool for companies when they 'share their potential' with the community...

Reinvesting in the Community

When a company reaches out to share their potential success with non profit organizations in the community, EVERYONE wins:

The company wins...

- The company has an existing fund to draw from (instead of making a line-item in an operational budget) when the liquidity event occurs -- which is typically about the time a company is large enough to begin contributing back to the community.
- The small, symbolic gesture the company made early on is now a large testimony to the company's success, and can be leveraged far beyond what the original contribution was worth.

Reinvesting in the Community

The community wins....

- The public and non-profit organizations not only get educated about how a small technology company's life cycle works, but participate in the 'pep squad' for these companies as they, too, have a stake in the company's success.
- The quality of life in our community is increased as non-profit organizations have more resources to drive their efforts.
- The quality of life in our community is the #1 retention and recruiting tool for our businesses, and makes Austin the unique place that it is.

Why Participate?

Your contribution will:

- Provide the framework for a highly leveraged benefit to the community
- Acknowledge your firm -- in perpetuity -- as a stakeholder in this significant endeavor
- Send a strong message to your clients and the community that your firm is investing in the future of Austin and the quality of life in this area
- Anoint your firm with an invitation to participate due to your history of investing in this technology community
- Set a leadership example for other companies as well as your clients
- Help set the stage for creating a community culture that encourages outreach and stake holding between technology companies and our local non-profit community
- Create positive momentum going into the new millennium

Charter Underwriters Program

What We're Asking

- A pledge to financially support the operations of the Foundation -- to see it through it's first two years.
- A payment plan for that pledge to be committed by your company

Who We're Asking

- Austin firms/companies that have a track record of 'investing' in the development of entrepreneurial companies, and our Austin community

Our Goal

- Raise \$200,000 per year for 2 years to cover operational expenses for a Foundation, including salary for a full-time Executive Director

Underwriter Benefits

Visionaries (\$50,000 Pledge)

Wall plaque for your lobby

Permanent and separate marker in Foundation headquarters

Seat on Board of Directors/Trustees?

Listed on foundation letterhead in perpetuity

Champions (\$25,000 Pledge)

Wall Plaque

Permanent marker in foundation headquarters

Listed on foundation letterhead first two years

Partners (\$10,000 Pledge)

Wall Plaque

Permanent marker in foundation headquarters