



VELA SYSTEMS

The Leader in Field Software for the AECO Industry™

9/22/2009

Vela Systems overview

- **Enterprise Field Management**
 - **SaaS field applications for the construction industry (AECO)**
 - + Replaces field notebooks/paper and tubes of drawings
 - + Proven results:
 - 1) Speeds project completion by 10%
 - 2) Saves Vela users (project manager, supers, architects...) 50% in daily efficiency
 - 3) Standardization & risk reduction (litigious industry)
 - 4) Improves construction quality
- **Founded 2005, beta 2006, general availability 2007**
- **Based in Boston, deployed on over 600 construction projects**
- **Funding rounds**
 - Angel-round, April 2006
 - A-round, June 2007
 - A-round extension, January 2009

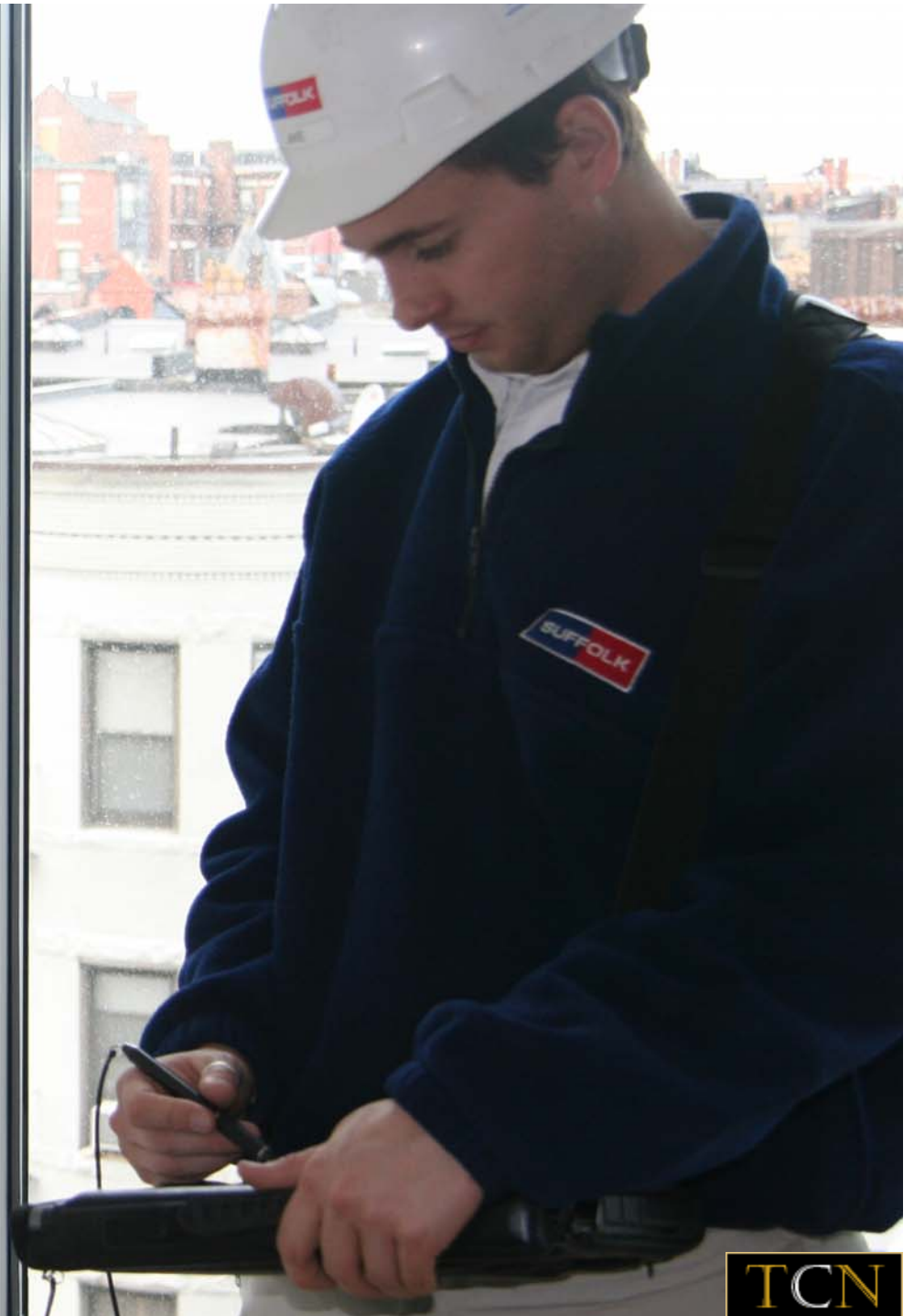
Vela in Action



SUFFOLK



TCN



TCN

Fund raising

- **Angel-round**

- **Investment criteria**
 - + Passionate founders with strong domain expertise
 - + Simple prototype (alpha)
 - + Indicators that a market exists (big market, early revenue)
- **Use of funds: Proof-of-market opportunity**

- **A-round**

- **Investment criteria**
 - + Initial, experienced team members
 - + V1 product
 - + Revenue traction
- **Use of funds: Develop the business model**

- **B-round**

- **Investment criteria**
 - + Strong, experienced team
 - + Scalable product
 - + Business model established, repeatable/scalable
- **Use of funds: Expansion**

Thoughts for entrepreneurs

- **Founder heroics can get you angel funding**
 - After that its repeatability by others “hired off the street”
- **There’s no better test of your idea/business than raising a round of capital**
 - **Insight from people who observe thousands of business plans and portfolio companies is invaluable (and almost always accurate/true, even if hard to swallow)**
- **Investors on the board**
 - Which of your board members are independents vs. investors should not be obvious
 - Pick investors that will add as much value as perfectly picked independent board members