



## 2022 MVCA MEMBERSHIP INFORMATION

The Michigan Venture Capital Association (MVCA) is a non-profit trade organization designed to bring together venture capital industry participants in the state of Michigan.

The organization's goal is to grow and sustain a vibrant venture capital community in Michigan.

MVCA membership includes private and corporate venture capital funds, angel investors, universities and economic development organizations, and service providers.

More than 400 individuals are members of MVCA, representing 100+ organizations across the nation.



## 2021 Activities



Provided **webinars** focused on topics ranging from the national VC landscape and political environment to understand the structure of corporate VC firms. Our webinar series are recorded and available to watch on the MVCA YouTube channel.



Produced a monthly podcast series entitled **Michigan Vctalk**, a show featuring a variety of guests from the Michigan ecosystem – investors, partners, entrepreneurs, etc. Monthly episodes proudly supported by Michigan Rise Pre-Seed Fund III.



Participation in several **webinars** across Michigan that focused on VC and Angel activities.



The 2021 **MVCA Research Report** shows that a total venture capital funds under management of firms headquartered in Michigan in 2020 was \$2.8 billion, an increase of 28% over the last five years.



The **Landscape Guide** is a resource including beneficial information for investors, entrepreneurs, economic development organizations, and universities across the state of Michigan. The MVCA Landscape Guide includes contact information and acknowledgment of organizations across the state, including all MVCA Members, released on an annual basis to promote networking and communication across the ecosystem.



The **Annual Awards Dinner** was held on September 30th at Greenfield Village to a sold out audience. Michigan Lt. Governor Garlin Gilchrist II was the keynote speaker.

2021 also saw the return of in-person networking events that were held in Ann Arbor, Lansing and Detroit.



**Diversity, Equity & Inclusion:** MVCA continues to develop and create opportunities to better create a more robust community by encouraging racial equity.

For new MVCA members with less than \$15 million AUM that have a core strategic focus on underrepresented founders and entrepreneurs throughout Michigan, or that have greater than 50% fund/GP ownership by individuals representing BIPOC, female, and/or LGBTQ+ communities, membership fees may be waived upon review of qualifications.



**Deal Flow Newsletter:** MVCA has spread the great news and stories of our members and the investment community via Deal Flow News. Each quarter, we release a dedicate email blast to MVCA members, media connections and other contacts to be able to promote the work that goes on in Michigan.



### **Michigan Venture and Entrepreneurial Foundation:**

MVCA established a nonprofit tax-exempt organization to create programs and initiatives that support the entrepreneurial and investor growth in Michigan. The main activities of the nonprofit will include development and implementation of educational programs, diversity initiatives, publications, and research work to promote a strong and inclusive ecosystem.



“No state has seen its venture money increase in the last five years as much as Michigan. Venture dollars in the Wolverine State have spiked nearly 886% since 2016, growing from around \$300M to about \$3.1B last year”

Chris Metinko and Gené Teare “More Opportunity Than Capital: Venture Dollars Spread Throughout the US” news.crunchbase.com



## 2022 Priorities



**20th Anniversary:** MVCA was founded in 2002 and we will be celebrating throughout the year with themed events and marketing that will highlight this milestone. A new website is being developed that will include a logo refresh that will be planned to be unveiled by Summer, 2022.



**Annual Research Report:** After fifteen years of providing this comprehensive analysis of the Michigan ecosystem, MVCA will be changing the messaging to reflect more of a spotlight on startups and the vibrance of the Michigan ecosystem.



**Events:** Provide networking opportunities for members to stay connected and up to date on the best investment opportunities Michigan has to offer. We will offer a mix of both in-person and virtual webinars throughout the year.



**Entrepreneurial & Investment Landscape Guide:** Michigan's only comprehensive compilation of angel organizations, VC firms, entrepreneurial support organizations and service providers.



**Advocacy:** As the voice of the Michigan entrepreneurial and investment community, we advocate for policies that encourage innovation and reward long-term investment.



**Education & Outreach:** Building relationships and connecting with out-of-state angel and venture investors through targeted meetings, partnerships, and networking events.



**Venture Capital Internship Program:** MVCA will create an inclusive and meaningful statewide internship program to provide underrepresented students an opportunity to become exposed to Michigan's venture capital firms. Each intern will have the opportunity to participate in educational and networking sessions.

### 2022 MVCA EXECUTIVE COMMITTEE

**Jeff Rinvelt (Chair)**  
Renaissance Venture Capital

**Patti Glaza (Vice Chair)**  
Invest Detroit

**Doug Neal (Treasurer)**  
Michigan eLab

**Michael Gross (Immediate Past Chair)**  
Beringea

### 2022 MVCA STAFF

**Ara Topouzian**  
Executive Director

**Angela Heflin**  
Associate Director

### 2022 MVCA BOARD OF DIRECTORS

**Adrian Fortino**  
Mercury Fund

**Kent Helfrich**  
GM Ventures

**Paul McCreadie**  
Arboretum Ventures

**Fredrick Molnar**  
Michigan Economic Development Corporation

**Kim Pasquino**  
Wakestream Ventures

**Kelly Sexton**  
University of Michigan

**Evan Ufer**  
Plymouth Growth





## Membership Rates & Benefits

The MVCA is comprised of firms and professionals dedicated to the development, growth, and sustainability of Michigan's entrepreneurial and investment community.

For new MVCA members with less than \$15 million AUM that have a core strategic focus on underrepresented founders and entrepreneurs throughout Michigan, or that have greater than 50% fund/GP ownership by individuals representing BIPOC, female, and/or LGBTQ+ communities, membership fees may be waived upon review of qualifications.

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### Angel Investor

#### Membership Fee: \$330

Member is eligible for one individual to register under the membership.

#### Benefits include:

- Exclusive invitations to network at MVCA events
- Participation in legislative and media outreach
- Opportunity to serve on the MVCA board of directors and in committee leadership positions

### Angel Network Organizations

#### Membership Fee: \$550

Members are eligible for up to four individuals registered under the organization's membership. Individuals must be employed at the organization. Additional professionals over four may be added to the membership at a cost of \$260/year.

#### Benefits include:

- Participation in annual research report and annual landscape guide
- Exclusive invitations to network at MVCA events
- Participation in legislative and media outreach
- Exposure on the association website, annual research report, and annual landscape guide
- Exclusive promotion of your organization's events, marketing programs and news using MVCA's popular social media platforms
- Opportunity to serve on the MVCA board of directors and in committee leadership positions

### Venture Capital Firm

#### Membership Fee: Tiered

Venture capital firms pay dues tiered by their total assets under management or if they are a specific type of fund.

- less than \$10 million: \$550
- between \$10 million and \$25 million: \$1,654
- between \$25 million and \$100 million: \$2,756
- more than \$100 million: \$4,200
- out of state venture capital firms: \$1,050 (no office or people in Michigan)

Members are eligible for up to four individuals registered under the organization's membership. Individuals must be employed at the organization. Additional professionals over four may be added to the membership at a cost of \$260/year.

#### Benefits include:

- Participation in annual research report and annual landscape guide
- Access to available talent programs
- Exclusive invitations to network at MVCA events
- Participation in legislative and media outreach
- Exposure on the association website, annual research report, and annual landscape guide
- Exclusive promotion of your organization's events, marketing programs and news using MVCA's popular social media platforms
- Opportunity to serve on the board of directors and in committee leadership positions



“MVCA has been a fantastic resource for us. By joining, you know you are really getting together with the preeminent people on investments in Michigan. They know what is going on in the national landscape which brings tremendous value to us in Michigan. ”

Carrie Leahy, Attorney, Bodman PLC

“As a member of MVCA, we are signaling to our clients that this something which is important to us and that we find value. The networking allows us to be part of the community – when you give back to the community, it gives back to you.”

Matthew Bower, partner, Varnum LLP

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## Fund of Funds, Foundations, and other Institutional Investors

### Membership Fee: \$4,200

Members are eligible for up to four individuals registered under the organization’s membership. Individuals must be employed at the organization. Additional professionals over four may be added to the membership at a cost of \$260/year.

### Benefits include:

- Participation in annual research report and annual landscape guide
- Exclusive invitations to network at MVCA events
- Participation in legislative and media outreach
- Exposure on the association website, annual research report, and annual landscape guide
- Exclusive promotion of your organization’s events, marketing programs and news using MVCA’s popular social media platforms
- Opportunity to serve on the board of directors and in committee leadership positions

## Economic Development Organizations/University Partner

### Membership Fee: \$1,740

Members are eligible for up to four individuals registered under the organization’s membership. Individuals must be employed at the organization. Additional professionals over four may be added to the membership at a cost of \$260/year.

### Benefits include:

- Ability to advertise in the MVCA Research Report and Michigan Entrepreneurial & Investment Landscape Guide
- Exclusive invitations to network at MVCA events
- Participation in legislative and media outreach
- Exposure on the association website and annual landscape guide (entrepreneurial support programs)
- Exclusive promotion of your organization’s events, marketing programs and news using MVCA’s popular social media platforms

## Corporate Venture Capital

### Membership Fee: \$4,200

Members are eligible for up to four individuals registered under the organization’s membership. Individuals must be employed at the organization. Additional professionals over four may be added to the membership at a cost of \$260/year.

### Benefits include:

- Participation in annual Landscape Guide
- Access to Executive Connect Program
- Exclusive invitations to network at MVCA events
- Participation in legislative and media outreach
- Exposure on the association website, annual research report, and annual landscape guide
- Exclusive promotion of your organization’s events, marketing programs and news using MVCA’s popular social media platforms
- Opportunity to serve on the board of directors and in committee leadership positions



## Service Provider

Each year, the MVCA Membership Committee extends a limited number of invitations to law firms, accounting firms, banks, independent consultants, etc.; these are top tier service providers who have been identified by MVCA members as being a valuable partner within the entrepreneurial and investment landscape.

As a valued service provider in the industry, you have the opportunity to join MVCA as a Bronze, Silver, Gold, or Platinum member. Each category provides the opportunity for up to four employees to register as part of your MVCA Service Provider Membership. Additionally, MVCA caps the number of service providers accepted into the membership to ensure that service provider members are guaranteed superior relationship building opportunities. Review each of the membership categories and related benefits to determine which category is the best fit for your organization's goals.

Benefits include:	Platinum	Gold	Silver	Bronze
	\$20,000 (a \$40,000 value)	\$12,500 (a \$25,000 value)	\$9,500 (a \$20,000 value)	\$7,500 (a \$10,000 value)
Exclusive invitations to network at MVCA Events. MVCA hosts over 500 people annually from across the entrepreneurial and investment landscape at its events.		INCLUDED		
Listing in the 2022 Landscape Guide, including contact information and acknowledgment of your organization's membership level.		INCLUDED		
Exclusive promotion of your organization's events, marketing programs and news using MVCA's popular social media platforms.		INCLUDED		
Logo placement on MichiganVCA.org, which attracts over 20,000 unique views annually and is the "go-to" site for information about the entrepreneurial and investment community in Michigan.		INCLUDED		
Exclusive business development opportunities, including participation in MVCA panel discussions, focus groups, blog posts and newsletters.		INCLUDED		
Video profiles: MVCA will produce one professionally developed two-minute profile video of your firm. These videos will be distributed via MVCA website, social media platforms and potentially in-person events where applicable. (A one-time offer)	INCLUDED			
Each Service Provider will have the ability to make a 30-minute presentation with the current MVCA Board of Directors. (Based on day & time availability)		INCLUDED		
Your firm would receive logo recognition on each webinar conducted by MVCA. Webinars are recorded and available on YouTube. Where applicable, service providers may have opportunities to be guests in a webinar.		INCLUDED		
Year in Review, a special virtual networking event as MVCA shares highlights of the 2022 year and a look into what's to come in 2023, followed by a one hour virtual networking session, where attendees are free to gather in various virtual networking rooms supporting connections in the ecosystem.		INCLUDED		

<b>Benefits include:</b>	<b>Platinum \$20,000 (a \$40,000 value)</b>	<b>Gold \$12,500 (a \$25,000 value)</b>	<b>Silver \$9,500 (a \$20,000 value)</b>	<b>Bronze \$7,500 (a \$10,000 value)</b>
Your firm would have the ability to create and promote a customized webinar through MVCA in 2022. This 45-minute webinar session would allow your firm to educate the MVCA membership of your products/services.		..... INCLUDED .....		
Michigan VCTalk is a podcast series. Each episode will focus on guests such as investors, entrepreneurs, and other thought leaders that are making a difference in the Michigan ecosystem. Service Providers at this level will be interviewed for a future episode.		..... INCLUDED .....		
<b>MVCA Annual Research Report</b> Highly regarded by professionals across the country as the nation's leading in-depth analysis of entrepreneurial and investment activity in Michigan. The MVCA Annual Research Report is distributed in the first quarter of each year in both a print and digital format to over 2,500 investors, entrepreneurs, legislators, and media during MVCA events and outreach trips; digital distribution reaches 20,000 unique visitors.	Full page ad in the 2022 MVCA Research Report (printed in Spring)	Full page ad in the 2022 MVCA Research Report (printed in Spring)	Half page ad in the 2022 MVCA Research Report (printed in Spring)	
<b>Michigan Entrepreneurial &amp; Investment Landscape Guide</b> The Landscape Guide is Michigan's only compilation of the angel organizations, venture firms, entrepreneurial support organizations, and service providers that are active in the Michigan entrepreneurial and investment community. The Landscape Guide is distributed in the third quarter of each year in both a print and digital format to over 1,500 investors, entrepreneurs, legislators, and media during MVCA events and outreach trips; digital distribution reaches 20,000 unique visitors.	and Full page ad in the 2022 Landscape Guide (printed spring 2022)	or Full page ad in the 2022 Landscape Guide (printed spring 2022)	or Half page ad in the 2022 Landscape Guide (printed spring 2022)	Half page ad in the 2022 Landscape Guide (printed spring 2022)
<b>MVCA Annual Awards Dinner</b> The state's largest gathering of angel and venture investors takes place in the fourth quarter of each year to celebrate Michigan's entrepreneur and investor successes. Before an audience of state, regional, and national standouts, MVCA recognizes the individuals and organizations that have made exemplary contributions or hit remarkable milestones in the state.	6 tickets ..... Premium signage placement in the reception area and during dinner ..... Logo displayed in the program ..... Logo scrolling during dinner ..... Present one MVCA award	4 tickets ..... Upgraded signage placement in the reception area ..... Logo displayed on each guest table during dinner ..... Logo scrolling during dinner	4 tickets ..... Upgraded signage placement in the reception area ..... Logo displayed on each guest table during dinner ..... Logo scrolling during dinner	2 tickets ..... Signage placement in the reception area

If you are interested in joining MVCA at one of the above levels, please contact Ara Topouzian, Executive Director at [Ara@MichiganVCA.org](mailto:Ara@MichiganVCA.org).







## OUR MISSION

As the voice of the Michigan entrepreneurial and investment community, MVCA is a trade association (501c6) which consists of firms and professionals dedicated to the development, growth, and sustainability of Michigan's venture capital industry.

- Serves as the trusted resource for venture capital and angel investment data
- Advocates for policies that encourage innovation and reward long-term investment
- Convenes the entrepreneurial community and connects its members through communications, marketing and member engagement
- Grows and sustains a vibrant and resilient venture and angel investment community

  
**MVCA**  
MICHIGAN VENTURE  
CAPITAL ASSOCIATION

**20**th Anniversary

## OUR VISION

To increase the amount of capital and talent available to venture and angel investors so we can fund Michigan's most innovative entrepreneurs and work closely with them to transform breakthrough ideas into new companies and industries that drive Michigan job creation and economic growth.