



2023 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.

2022 ACCOMPLISHMENTS

- Celebrating 20 Years as an organization with a variety of events and activities including producing a **new logo and website**.
- Inaugural launch of **MVCA Internship Program** dedicated to place students from underrepresented communities into Michigan VC firms for paid internships. First year included four interns with one student accepting a full time job position.
- The **Michigan Small Business Venture Capital Program** received \$75M in SSBCI 2.0 Federal funds to increase the availability of capital to early-stage, technology-based businesses aligned with the MEDC Strategic Plan. The program will invest as a limited partner in venture capital funds operating in the state who, in turn, fund qualified for-profit early-stage, technology-based businesses helping to support those businesses and continue to grow Michigan's entrepreneurial ecosystem overall.
- Produced a monthly podcast series **Michigan VCtalk**, a show featuring guests from the Michigan ecosystem - investors, partners, entrepreneurs, startups, etc. An average of 50 downloads per month.
- After fifteen years of providing a comprehensive analysis of the Michigan ecosystem, the **Annual Research Report** changed the messaging to reflect more of a spotlight on the startups and vibrancy of the Michigan ecosystem.
- 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 to promote networking and communication across the ecosystem.
- The **Annual Awards Dinner** was held on September 29th at Greenfield Village to a sold out audience. New awards and recognition of Sam Valenti III as Lifetime Achievement recipient were included this year.
- **Six in-person member networking events** were held throughout the state including a new event focused on connecting entrepreneurs to investors.
- MVCA continues to develop **Diversity, Equity & Inclusion** opportunities to better create a more robust community which encourages racial equity. New and expansive data and stories were featured in the Research Report. MVCA has grown to three new 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.
- 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. Average email open rate is 50%



\$6.6B

*VC dollars invested since 2006
representing 1,593 deals*

19

*Michigan VC-backed exits in
2021*

\$5.4B

*Total capital under
management in 2021*

154

*Venture-backed startups in
Michigan, 56% increase over
last 5 years*

For a year that saw many records broken nationwide, we were proud to see that Michigan beat both the National and Great Lakes region average for investment volume

JEFFREY RINVELT, MVCA CHAIR, PARTNER
AT RENAISSANCE VENTURE CAPITAL



2023 PRIORITIES

- **Annual Research Report:** Continue yearly impact report focusing on the importance of America's Middle Coast and provide a comprehensive analysis of the Michigan ecosystem while focusing on startups and vibrancy 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.
- **Entrepreneurial & Investment Landscape Guide:** Michigan's only comprehensive compilation of angel organizations, VC firms, entrepreneurial support organizations and service providers. The guide will be moved to completely online allowing for easier access.
- **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 continue its 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.

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.

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 committees.

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

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.

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
- 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**

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:

- Exclusive invitations to network at MVCA Events. MVCA hosts over 500 people annually from across the entrepreneurial and investment landscape at its events.
- Listing in the 2023 Landscape Guide, including contact information and acknowledgment of your organizations membership level. (online portal)
- Exclusive promotion of your organization's events, marketing programs and news using MVCA's popular social media platforms.
- 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.
- Exclusive business development opportunities, including participation in MVCA panel discussions, focus groups, blog posts and newsletters.
- 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 to 2023 Service Providers)

PLATINUM \$20,000 (\$0,000 value)	GOLD \$12,500 (\$25,000 value)	SILVER \$9,500 (\$20,000 value)	BRONZE \$7,500 (\$10,000 value)
---	--------------------------------------	---------------------------------------	---------------------------------------

Benefits include:

- 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)
- 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.
- Your firm would have the ability to create and promote a customized webinar through MVCA in 2023. This 45-minute webinar session would allow your firm to educate the MVCA membership of your products/services.
- 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.

• **MVCA Annual Research Report**

Highly regarded by professionals across the country as the national's leading in-depth analysis of entrepreneurial and investment activity in Michigan. The MVCA Annual Research Report is distributed in the second 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.

• **Michigan Entrepreneurial & Investment Landscape Guide**

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.

PLATINUM \$20,000 (\$0,000 value)	GOLD \$12,500 (\$25,000 value)	SILVER \$9,500 (\$20,000 value)	BRONZE \$7,500 (\$10,000 value)
---	--------------------------------------	---------------------------------------	---------------------------------------

Full page ad in the 2023 MVCA Research Report (printed in Q2)

Full page ad in the 2023 MVCA Research Report (printed in Q2)

F1/4 page ad in the 2023 MVCA Research Report (printed in Q2)

and a banner ad in the NEW online portal (TBA, Spring, 2023)

and a banner ad in the NEW online portal (TBA, Spring, 2023)

and a banner ad in the NEW online portal (TBA, Spring, 2023)

a banner ad in the NEW online portal (TBA, Spring, 2023)

Benefits include:

• MVCA Annual Awards Dinner

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.

• Entrepreneur & Investor Networking Event

This event combines MVCA investor members and entrepreneurs affiliated with any of the Michigan SmartZone members. SmartZones provide distinct geographical locations where technology-based companies, entrepreneurs and researchers can locate in close proximity to community assets that assist in their endeavors. SmartZones include technology business accelerators that provide resources and various services to Michigan entrepreneurs. (Approx. 75-100 ppl in attendance)

PLATINUM \$20,000 (\$0,000 value)	GOLD \$12,500 (\$25,000 value)	SILVER \$9,500 (\$20,000 value)	BRONZE \$7,500 (\$10,000 value)
8 tickets	6 tickets	4 tickets	4 tickets
Premium signage placement in the reception area and during dinner	Upgraded signage placement in the dinner area	Upgraded signage placement in the dinner area	Signage placement in the reception area
Logo displayed in the program	Logo displayed on each guest table during dinner	Logo displayed on each guest table during dinner	
Logo scrolling during dinner			
Present one MVCA award			
6 tickets	4 tickets	4 tickets	4 tickets
Signage placement at the event	Signage placement at the event	Logo on all marketing materials	Logo on all marketing materials
Logo on all marketing materials	Logo on all marketing materials	Exhibit table at the event	
Exhibit table at the event	Exhibit table at the event		

If you are interested in joining MVCA at one of the above levels, please contact Ara Topouzian, Executive Director at 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

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.