

Williams Family Office Investment Criteria

Companies that apply to Williams Family Office Network are typically in their A, B or C rounds, usually having already raised \$500K to \$1.5m from founders, friends, and family. Most of the applying companies have some revenue, and are seeking \$500K to \$2m in growth capital.

Williams Family Office Network members invest in high-quality diverse investment opportunities in AI, consumer products, energy, fintech, cybersecurity, food & beverage, health care/life sciences/medtech/biotech/pharma, internet related, real estate, software, telecommunications, or any other segment with high growth opportunity.

The criteria listed below are frequently asked questions by the Keiretsu Forum Screening Committee:

Management

- Specific experience
- Overall experience
- Complete team

Technology

- Level of technology risk
- Time to prototypes
- Time to first ship
- IP Filings

Market opportunity

- Market definition
- Market size
- Market growth rate
- Significant competitors
- Domestic or international

Capital structure

- Amount and type of investment
- Has the management invested (skin in the game)

- Date and price of last round
- Are previous investors coming in this round?
- Loans outstanding

Company strategy

- Does the company address a significant problem?
- Competitive advantages (price, patent, lead time, skilled team, etc.)

Marketing

- Does the company effectively communicate its message?
- Can the company distinguish itself from the competition?
- Is the Pitchdeck match actual strategies?

Intellectual property

- Number of patents granted
- Number of patents applied for
- Scope and strength of patents
- Licenses owned

Proposed deal

- Amount requested
- Pre-investment valuation
- Post-investment valuation
- Terms and Conditions

What the company needs

- Resources beyond capital
- Introduction to customers
- Distribution partners
- Key team members
- How else can we help you

Company financial status

- Current burn rate
- How much in the bank
- Cash horizon
- Quarters to break even

Liquidity event

- When and how