

Investor Engagement Grant Info Session

July 19, 2019

Info Session Overview

- Background
- Objectives & Criteria
- Applicant Criteria
- Scoring Rubric
- Submission Deadlines
- Anticipated Announcement & Award

Background

Background - Goals

- Increase awareness of venture capital investment opportunities in the District.
- Creation and execution of a Familiarization Tour that will highlight investment opportunities in the District.

Background - Funding

- The District has committed funding of up to \$100,000 to support this program.
- The District intends to make one award.
- Joint ventures (i.e. teams with members from more than one organization) are eligible to apply, but the individual grants will be disbursed to one entity – the applicant.

Objectives & Criteria

Objectives & Criteria

Grant will provide resources to organize and manage a Familiarization Tour that will:

- Market and brand the investment landscape of the District
- Promote investments in DC-based companies
- Engage and create value for tech investors regionally and nationally.

Applicant Criteria – Project Approach

Applicant should describe how your organization would:

- Create an engagement strategy
- Hosting a 2-3 day Familiarization Tour for national investors in the District

Applicant Criteria – Project Approach

Engagement Strategy – Key Objectives

- Marketing and branding the District as an attractive area for investment
- Encouraging investment in DC-based companies
- Activating, engaging, and creating value for tech investors regionally and nationally
- Creating a transfer of investable opportunity knowledge inside and outside of the District

Applicant Criteria – Project Approach

Engagement Strategy – Economic Analysis

- Macro level investment landscape
- Identification of key resources in the investment landscape
- Defining and quantifying the competitive advantages of the District of Columbia landscape
- Identify investment opportunities in the region

Applicant Criteria – Project Approach

Engagement Strategy – Familiarization Tour

Propose a schedule for a two to three-day event, including:

- Program of activities
- Roundtable discussions
- Workshops
- Meetings and cultural events

Applicant Criteria – Project Approach

Engagement Strategy – Familiarization Tour

All logistics associated with the Familiarization Tour, including:

- Identification and outreach to participants
- Arrangements for hotels, flights, transportation, etc.
- Program of activities and securing facilities related to these activities
- Creating and printing all materials (briefing books, etc.)

Applicant Criteria – Organizational Capacity

Eligibility

Applicants Eligible for the Grant:

- For-profit corporations or a non-profit/tax-exempt corporations
- Must have office in the District of Columbia.
- Must not have any unresolved default or noncompliance issues with the District of Columbia.

Applicant Criteria – Organizational Capacity

Experience & Expertise – What experience do you have:

- Conducting an investment ecosystem analysis
- Planning and executing high-level events
- Creating an effective communication strategy for continued engagement with both the entrepreneurial and investment communities
- Info on any key personnel on the project, and roles/bios for key personnel

Applicant Criteria – Organizational Capacity

Local Familiarity – Applicant should describe:

- Familiarity with DC's entrepreneurial & investment ecosystems
- Potential Areas for Investment, include growth and emerging sectors
- Planning events in Washington, DC

Applicant Criteria – Organizational Capacity

Governance – Leadership Should Understand:

- Entrepreneurial and investment landscape nationally and locally
- Needs of the District's entrepreneurs
- Ways to attract and retain investment in the area

Applicant Criteria – Timeline

The Familiarization Tour should be fully executed by April 30, 2020.

Applicant will propose timeline for completing the project objectives.

Applicant Criteria – Ancillary Benefits

Applicant is fully responsible for execution of the program.

- Explain other ways applicant's approach meets the goals and objectives of the DC Economic Strategy or Pathways to Inclusion, both available at dmped.dc.gov

Scoring Rubric

Scoring Rubric

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|--|------------|
| Project Approach | 35 |
| Organizational Experience, Capacity and Local Knowledge | 35 |
| Timeline | 25 |
| Ancillary Benefits | 5 |
| Total | 100 |

Submission Guidelines, Review & Award Notification

Submission Guidelines

Applicant must submit via MicroEdge online application system.

Applications are due no later than Wednesday, July 31 at 12 noon E.D.T.

Applications received after this time will not be accepted.

Application Review

Initial Screening to ensure all required forms and documents submitted.

Formal Review by panel results in the final decision.

Award Notification

Applications should be processed 30 – 45 days after the close of the application period.

DMPED will send a Response Letter to eligible applicants notifying them of their status and any additional documentation needed.

Questions

Questions?

Contact DMPED Grants Team:

Phone: (202) 724-8111

Email: dmpedgrants@dc.gov

Thank you!!



GOVERNMENT OF THE
DISTRICT OF COLUMBIA
MURIEL BOWSER, MAYOR