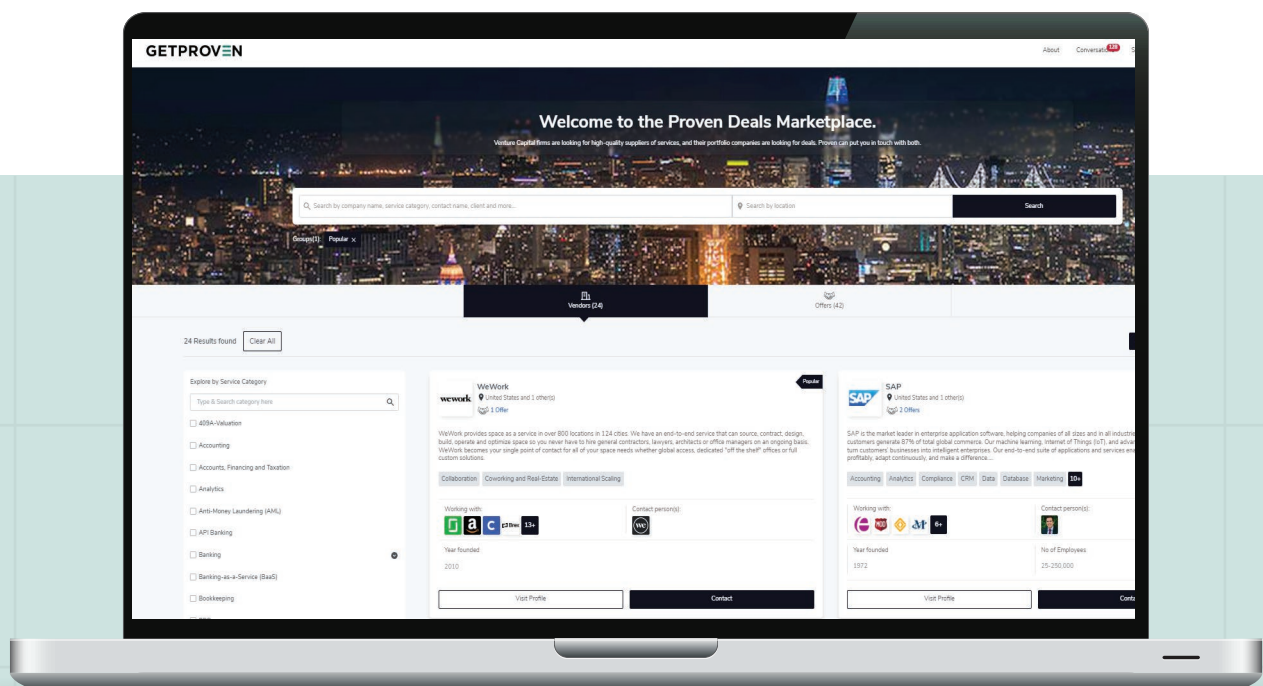


GETPROVEN

Why Should VCs Use a Platform Like Proven?

Firms with Significant Platform produce 1,100 basis point improvements in Net IRR and 0.5x TVPI compared to firms with No Platform in the last decade.

Here's why Proven is the right choice for you.



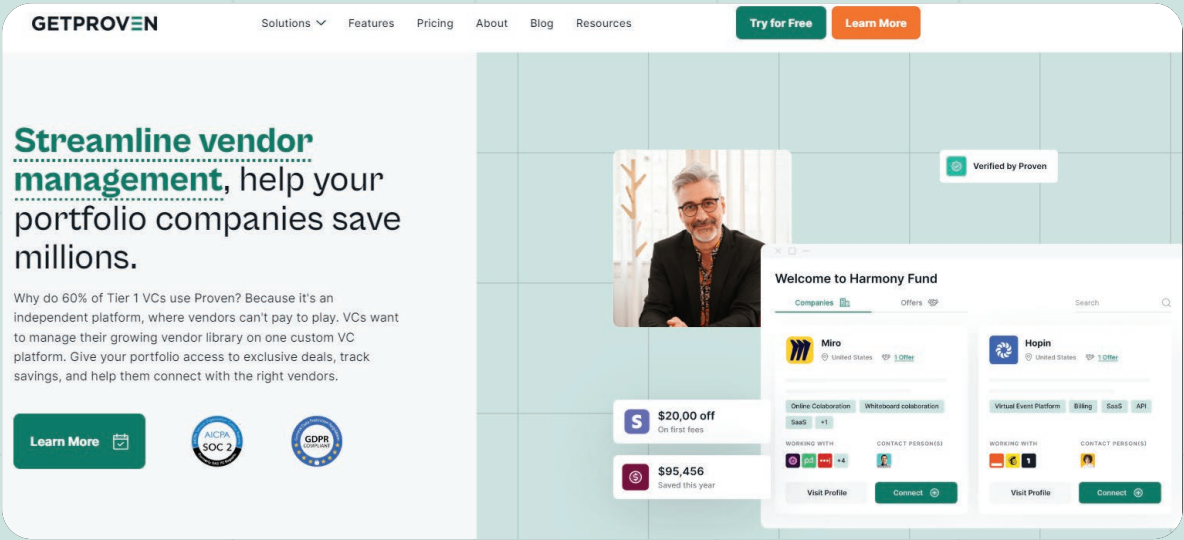
Why Should VCs Use Proven?

- **Vendor Management:** Centralizes and organizes vendor information for easy access and management.
- **Exclusive Deals:** Provides access to exclusive discounts and deals, helping portfolio companies save time and money.
- **Analytics and Tracking:** Offers detailed analytics and performance tracking to measure vendor impact and savings.
- **Support:** Offers a support system for portfolio companies, helping them connect with the best vendors and resources.

Evidence and Statistics

Performance Edge

According to a comprehensive study from various sources like VC Platform, VC Stack, and Crunchbase News, analyzing 850 venture capital firms over the past 20 years, the impact of platform teams on fund performance is significant:**TVPI Increase:** These firms also saw a 0.5x increase in Total Value to Paid-In (TVPI), reflecting better returns on investment.



- **Net IRR Improvement:** Firms with significant platform teams showed a 1,100 basis points improvement in Net Internal Rate of Return (IRR) compared to firms without platform teams.
- **TVPI Increase:** These firms also saw a 0.5x increase in Total Value to Paid-In (TVPI), reflecting better returns on investment.
- **Growth in Platform Roles:** In 2009, only 24% of venture firms had platform teams, but by 2022, this figure had more than doubled to 52%.
- **Team Composition:** The proportion of platform professionals in VC firms grew from 6.2% in 2000 to 12.9% in 2022, underscoring the increasing recognition of their value.

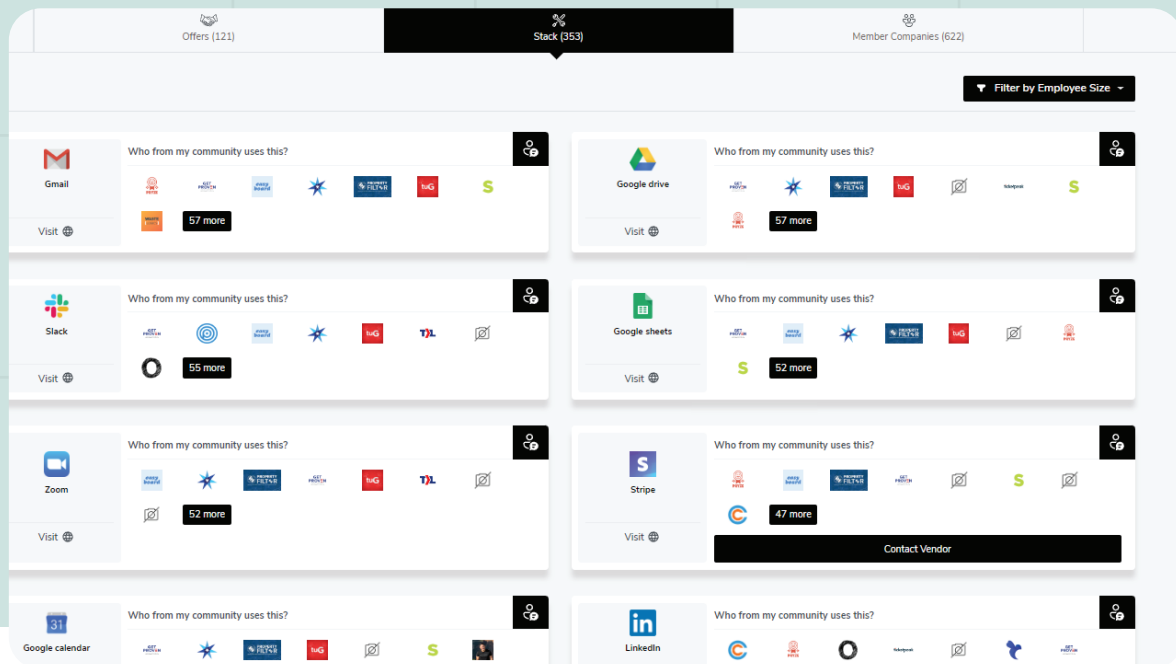
These statistics highlight the importance of investing in platform teams to drive superior performance and returns.

	2000-2009 Fund Vintage Pooled Investment Returns	
	NET IRR	Net Multiple (TVPI)
Significant Platform	8.4% Sample: 27 Funds Total Capital: \$11.4Bn Avg Fund Size: \$421.6M	1.7x Sample: 27 Funds Total Capital: \$11.7Bn Avg Fund Size: \$433.1M
Moderate Platform	7.2% Sample: 89 Funds Total Capital: \$49.5Bn Avg Fund Size: \$556.2M	1.8x Sample: 89 Funds Total Capital: \$51.8Bn Avg Fund Size: \$582.5M
No Platform	4.1% Sample: 140 Funds Total Capital: \$39.7Bn Avg Fund Size: \$283.3M	1.6x Sample: 157 Funds Total Capital: \$42.2Bn Avg Fund Size: \$268.7M
All Data Pooled Return	6.1% Sample: 256 Funds Total Capital: \$100.5Bn Avg Fund Size: \$392.8M	1.7x Sample: 273 Funds Total Capital: \$105.7Bn Avg Fund Size: \$387.2M

	2010-2019 Fund Vintage Pooled Investment Returns	
	NET IRR	Net Multiple (TVPI)
Significant Platform	33.3% Sample: 147 Funds Total Capital: \$42.9Bn Avg Fund Size: \$292.1M	2.8x Sample: 132 Funds Total Capital: \$40Bn Avg Fund Size: \$303.3M
Moderate Platform	28.8% Sample: 137 Funds Total Capital: \$60.7Bn Avg Fund Size: \$442.8M	2.6x Sample: 130 Funds Total Capital: \$65.3Bn Avg Fund Size: \$502.1M
No Platform	22.2% Sample: 120 Funds Total Capital: \$18.2Bn Avg Fund Size: \$151.4M	2.3x Sample: 123 Funds Total Capital: \$18.7Bn Avg Fund Size: \$152.3M
All Data Pooled Return	29.5% Sample: 404 Funds Total Capital: \$121.8Bn Avg Fund Size: \$301.4M	2.6x Sample: 385 Funds Total Capital: \$124.1Bn Avg Fund Size: \$322.2M

TECH STACK FEATURE

- **Everyone on the same page:** Enables companies and Community Managers to see which tools other companies within the portfolio are using, ensuring they stay up to date with the latest trends and innovations.
- **Foster trust:** Portfolio companies can reach out to others already using a solution to ask questions and validate ideas before making a financial commitment.
- **Potential savings:** A vendor who has an existing relationship with a company is more likely to offer a discount on their services to another company from the same portfolio.



Value to Portfolio Companies

- **Cost Savings:** Proven helps portfolio companies save on vendor costs through negotiated discounts and bulk purchasing. On average, each portfolio company saves approximately \$15,000 annually using Proven's platform.
- **Operational Efficiency:** Streamlined operations and improved efficiency through a centralized platform.
- **Access to Resources:** Enhanced access to valuable resources, tools, and expertise that drive growth.

Value of Connections to Vendors

- **Vendor Network:** Proven provides access to a network of vetted, high-quality vendors.
- **Partnership Benefits:** Portfolio companies benefit from established relationships and favorable terms with vendors.
- **Case Studies:** Brief case studies demonstrating how portfolio companies have benefited from vendor connections through Proven.

Who's Using Proven?

