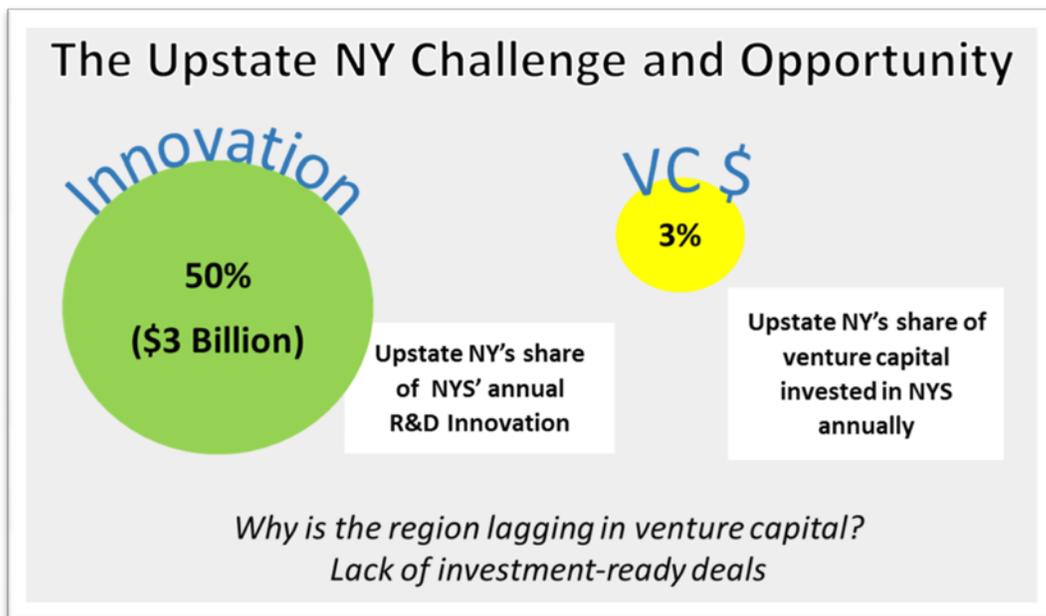


VENTURE PHILANTHROPY DRIVES PROMISING NEW BUSINESSES

MISSION

Launch NY is a 501(c)(3) venture development organization (VDO) that was established in 2012 based on national best practices to identify, support and invest in high-growth, high-impact companies to accelerate job and wealth creation in the region and catalyze the entrepreneurial culture for a transformative economy. We achieve this mission by providing promising entrepreneurs both mentoring services and access to investment capital.



THE LAUNCH NY SEED FUND LLC SOLVES THE CHALLENGE

What is the Launch NY Seed Fund? It is the leg up entrepreneurs need to show that they have more than simply an idea. It is the only seed investment fund available in Upstate NY that provides both vital proof-of-concept capital and mentoring support services to prepare high-growth potential businesses to be investment-ready, viable businesses for angel and venture capital to fund as good investments and a regional economic engine in the region.

Our new proof-of-concept, seed fund is being raised through venture philanthropy that provides tax deductible donations to allow Launch NY to assist its client companies achieve key milestones.

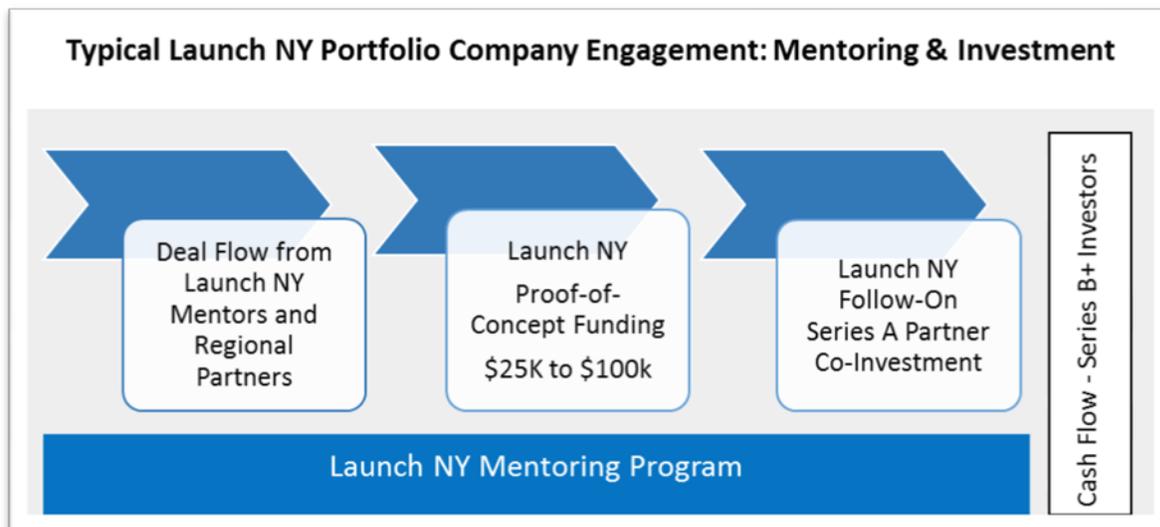
Launch NY can also participate as a co-investor in subsequent rounds with any returns cycling back to the fund as an evergreen source for other start-ups.

FUND OVERVIEW



Accelerating entrepreneurial success.

- Not-for-profit early stage (pre-seed / seed) funding program raised through tax-deductible donations
- Open to high-growth potential start-ups for proof-of-concept stage activities
- Administered by Launch NY subsidiary, Launch NY Seed Fund LLC, via experienced managers of early stage funding yielding as much as 50:1 in follow-on capital
- Deal flow fed by a) Launch NY's 12+ mentors who have served over 400 companies, representing nearly 1000 jobs, to date and b) regional funds requiring proof-of-concept
- Investment Committee approval of investments up to \$100K and Board approval >\$100K
- Launch NY Board includes angel investors (Buffalo Angels) and venture capitalists (Softbank Capital, Cayuga Venture Fund)
- \$5M-\$10M fund size raised by venture philanthropy gifts and grants with deal returns to the 'evergreen' fund
- Funding provided to portfolio companies via convertible debt notes
- Initial investment size of \$25K to \$100K/company, company lifetime average of \$250K
- Sole funder and co-investor with angel and venture funds
- Ongoing portfolio company engagement with Launch NY Entrepreneurs-in-Residence for continued mentoring and Crowdfunding Portal Support Program to help companies feature equity investment opportunities online
- First investments targeted for Q4 2015 with 6-10 new and 3-5 follow-on annually
- Fund structure does not require a typical closing, so investments may begin while fundraising continues





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HOW TO SUPPORT THIS VENTURE PHILANTHROPY EFFORT

Launch NY is building its new seed fund through **tax-deductible** contributions from foundations, corporations, firms, and individuals who: a) seek to accelerate innovation, entrepreneurship, and economic prosperity in the region and/or b) drive the availability of high-growth potential investment opportunities. The opportunity Launch NY through venture philanthropy has two phases of fundraising and ongoing donor recognition and benefits:

Phase I: Founders' Circle Membership - \$10,000 to \$50,000/year for each of 3 years for commitments made by the end of 2015	
<p>Traditional Giving Opportunity (Summer, 2015) Open to Foundations Individuals Corporations & Firms</p>	<p>Donors will be recognized for 3 years as members of the Founders' Circle donors for the seed fund with scaled brand representation by donor level in Launch NY's digital (website, newsletters, Twitterchats) and print communications (press releases, marketing collateral).</p> <p>Corporations & Firms who make the first \$50,000/yr commitment in their industry or service sector will be recognized as the Founders' Circle Challenge Grant Leader for their sector throughout phase I and II of the fundraising effort, as well as in follow-up brand recognition over the three year period, which includes regional and national/international online exposure magnified by the phase II: crowdfunding campaign below.</p>
Phase II: Crowdfunding Campaign	
<p>Web Campaign for Donations (Fall, 2015) Open to Web audience, including regional donors and ex-pats in major metros geared to venture philanthropy</p>	<p>Through an online donation portal, donors will be provided scaled options for giving with scaled recognition benefits.</p>

All donors will receive quarterly updates on fund activity. Supporters interested in a more substantial or 'signature' engagements with Launch NY can discuss custom giving options.

Please contact Marnie LaVigne, President & CEO, Launch NY at mlavigne@launchny.org or 716.881.7576. Tax-deductible contributions may be made and submitted to Launch New York LLC, c/o Launch NY Seed Fund, 701 Ellicott Street, Buffalo, NY 14203.



Accelerating entrepreneurial success.

Launch New York, Inc. is a charitable organization exempt from income tax under Section 501(c)(3) of the Internal Revenue Code of 1986, as amended. Contributions to Launch New York, Inc. may be deductible as charitable contributions. Please consult your tax advisor.

Anyone may upon request obtain from Launch New York, Inc. or from the New York State Attorney General a copy of the last financial report filed by Launch New York, Inc. with the New York State Attorney General. The request should be addressed either to Launch New York Inc. at 701 Ellicott Street, Buffalo, NY 14203 or to the New York State Attorney General's Charities Bureau at 120 Broadway, 3rd floor, New York, New York 10271.