

SECONDARY DEALS CAN HELP EVERYONE

Secondary deals can help ensure a startup stays focused on its goals, while benefiting the different stakeholders



EXIT



Vintage Investment Partners

01 FOUNDERS & CEO

Align the interests of founders, employees and other investors, by bringing on a valuable collaborative partner in a process that involves all startup stakeholders. Founders gain the ability to realize some of their value-creation while still maintaining the significant share in their company as well as bring-on a partner who will work to advance the company's interests.



02 ANGEL INVESTORS

Angel investors are the first stakeholders to believe in a company and have the longest wait for returns. Secondaries can allow them to gain some liquidity once the company get larger.



Limited Partners in a VC can gain liquidity, and access to a new partner.

EXIT



03 VC FUNDS

A VC fund should bring value to a startup over the long-term. Secondaries bring on a new investor with additional resources and partners, who can help your company grow.

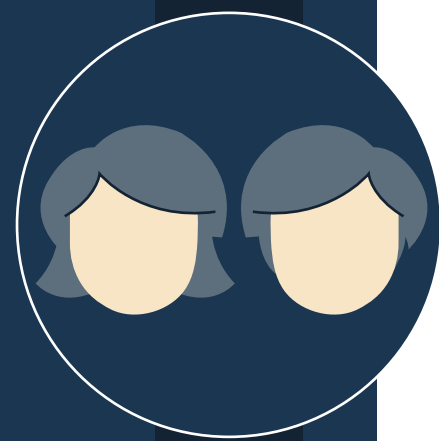
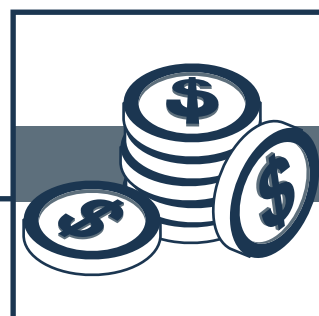


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04 EMPLOYEES

Show the most valuable employees that they could still gain value from their shares, with the support of the company's investors and leadership, even if the "exit" event is not near.



Vintage Investment Partners
EU ISRAEL US

THE STARTUP
CEO JOURNEY

By aligning interests with stakeholders and investors, secondary transactions can help startups gain smart-money. Startups should seek a value-add secondary investor, who can provide expertise, experience, and connections to other top companies and funds. Secondaries often boost recruitment of top employees, looking for the peace-of-mind that they can eventually gain value from their startup shares.

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