


THE WILDCAT  
**INVESTMENT FOCUS,  
PROCESS & PORTFOLIO**  
ONBOARDING

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How We Work with Entrepreneurs

Wildcat Venture Partners invests in B2B and B2B2C tech entrepreneurs at early-stage companies leveraging key technologies across 5 markets.

 **Our typical investments are in companies with less than \$10M ARR**

If your startup aligns with our investment focus, stage, and typical investment size, submit your deck to [ideas@wildcat.vc](mailto:ideas@wildcat.vc). We will review it and respond if it fits our current portfolio strategy.

**TRACTION GAP™ FRAMEWORK**

Wildcat Venture Partners uses the Traction Gap Framework and its principles to evaluate investment opportunities.

Download the [Traction Gap Framework](#) to learn about the concepts and terms we use to evaluate startups during our investment process.

*“Data-driven startups are the wildcatters of the new economy: they prospect for digital oil, extract it and turn it into clever new services...”*

THE ECONOMIST

**KEY TECHNOLOGIES**



MACHINE LEARNING/AI



CLOUD & MOBILITY



INTERNET OF THINGS

**MARKETS**

**B2B2C PLATFORMS**

**DIGITAL HEALTH**

**ED TECH**

**ENTERPRISE SAAS**

**FINTECH**

**EXPLORATORY AREAS**



AUGMENTED/  
VIRTUAL REALITY



BLOCKCHAIN



ELDERCARE

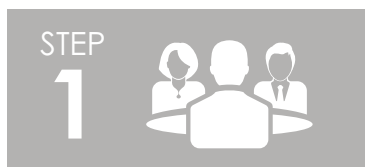


ROBOTICS

**TYPICAL INVESTMENT SIZE**

**\$500K - \$6M**

Wildcat Venture Partners identifies and invests in the wildcatters of the 21st century—tech entrepreneurs—who will become market disruptors and leaders.



**INITIAL MEETINGS**

You will meet with a Wildcat team member who focuses on your market to explore key areas such as: product, team, revenue, and systems.



**DILIGENCE**

We will speak with your team, your customers (if any), people you have worked with in the past, and have you meet with industry experts to gain a better sense of who you are and your objectives.



**INVESTMENT DECISION MEETING**

You will present to the entire Wildcat investment team. Be prepared to answer questions about your category/market, and how your company is progressing using Traction Gap terms and metrics.



**THE VOTE**

The partnership will discuss the investment opportunity and how it fits into our current portfolio. We will make an investment decision or perform more diligence to answer any outstanding questions.



**TERM SHEET**

We will discuss investment terms with you and you will be offered a term sheet. If the terms are agreed upon by both parties and the term sheet is signed, you will be welcomed into the Wildcat portfolio.

Our approach enables us to quickly identify a company's maturity and how we will work together.

We invite and encourage each early stage portfolio company to complete our **Traction Gap Diagnostic Process**.

STEP

1



### TRACTION GAP SELF-ASSESSMENT

Management team members undergo a self-assessment to ascertain where each member believes the startup is relative to the Traction Gap value inflection points.

STEP

2



### TRACTION GAP DIAGNOSTIC WORKSHOP

We analyze the results of the self-assessment with the management team during a workshop led by Geoffrey Moore, Wildcat partner and iconic author of 'Crossing the Chasm'.

STEP

3



### TRACTION GAP ACTION PLAN

We help the management team create a Traction Gap Action Plan that identifies commitments and deliverables necessary to achieve the next value inflection point and subsequent round of funding.

STEP

4



### TRACTION GAP CUSTOM OPERATING PLAN

We work with the management team to incorporate a Traction Gap Operating Plan and cadence. The tactics and actions we recommend have helped nearly 70% of our portfolio companies to successfully reach MVT and prepare to scale.

## PUTTING IT ALL TOGETHER

After completing the Traction Gap Diagnostic Process, our portfolio companies are armed with a roadmap to successfully secure subsequent funding rounds and go on to scale.

W | VP

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