

Operating Guidelines

Mission

Purdue Research Foundation originated the P3 Alliance to facilitate introduction of pre-screened angel investors to start-up companies from Purdue's laboratories and technology centers throughout the state.

Objectives

- To support capital access for Purdue-connected start-up companies, as a way to further PRF's mission to facilitate the founding and growth of high-technology firms in Indiana..
- To promote and enhance entrepreneurship and technology business.
- To create economic growth and jobs by effectively commercializing technology.

Administration and Organization

- P3 Alliance is part of McClure Services LLC, which is a subsidiary of Purdue Research Foundation.
- An advisory committee will recommend guidelines and processes to make the P3 Alliance fit the goals of the investors and funding candidates who participate.
- PRF's commercialization staff will notify the P3 Alliance of researchers and entrepreneurs they are working with who are seeking capital.

Participant Requirements

- All participants must be accredited investors as defined in Regulation D under the Securities Act of 1933, or SEC Rule 501, and must be able to sustain the financial risk inherent in their investments.
- Each investor admitted to the P3 Alliance will pay an annual fee to cover the Alliance's administrative and operating costs. Individual members will pay an annual fee of \$500; These amounts are subject to change based on the group's needs.
- The P3 Alliance expects to limit admission to those investors who anticipate investing at least \$25,000 in a two-year period. While not mandatory, a failure to invest will be cause to review with the investor whether or not admission should continue.
- The P3 Alliance exists to assist Purdue-connected companies seeking funding directly from the qualified, accredited P3 participants. There is to be no solicitation of those companies for paid funding representation arrangements.
- P3 Alliance investors are expected to perform the following duties:
 - Attend as many of the scheduled meetings as practical
 - Promote the goals and objectives of the P3 Alliance
 - funding candidates that present themselves through the group's website

Potential Investments

The following are general guidelines describing the types of investment opportunities:

- Investments in any one company will normally be in the range of \$25,000 to \$250,000.
- Candidates for investment funding must display the potential for rapid growth and have a direct connection to Purdue University, PRF, or the Purdue Technology Centers.

- Companies seeking funding through the P3 Alliance should normally be in the early stage of their development.
- Investment opportunities may offer one or more group members an opportunity to actively participate as a consultant, board member, or business advisor.

Investment Process

- All potential funding candidates will submit an online application to the P3 Alliance.
- P3 Alliance participants should expect to obtain all pertinent investment information directly from the company seeking funding. Standard documents supplied by the funding candidates will be available to the participants through the P3 Alliance website.
- Due diligence is the responsibility of the individual P3 Alliance participant, not the Alliance itself or PRF.
- Term sheet negotiations will be directly between interested investors and the company.

Meeting Schedule and Format

During the formation phase of the P3 Alliance, most opportunities are expected to be announced through the P3 Alliance website. Meetings are expected to occur quarterly based on the number and quality of funding applications received. The staff will confirm the status of the meeting to the group at least two weeks in advance of the scheduled meeting date. If the meeting is to occur, an agenda, with information on the presenting companies, will be sent with the announcement.