

# WHAT YOU NEED TO KNOW ABOUT SEISMIC



## About Seismic Capital Company

▶ We are venture investors, with two significant differences from the pack.

1. We welcome virtually all investors, not just rich ones.
2. We back our companies through their growth phases, not just until their next funding round.

▶ We operate as a holding company, not a fund. Our investors buy shares in our company. We invest their money – and ours – in promising ventures. There are no fees or capital calls.

▶ Being an equity company lets us invest long-term, with “patient capital.” Our companies have the opportunity to “do the job right, not just fast.”

▶ Backing companies the right way sets up our investors to make money three ways:

1. Dividends from cash flow when possible.
2. Distributions from sales or IPOs, when they happen.
3. Profit from sale of stock if the price has risen.

## How Seismic and its Portfolio Companies Make Magic Together

▶ Being backed by Seismic means a company has been selected from hundreds of submissions.

1. From day one, leadership teams know where their next two years of capital is coming from, and every six months we meet to extend the runway.
2. If they don't use all the capital we allocate, then equity participation is adjusted to recognize this.
3. If they need more, then the valuation metrics already will be in place. As a holding company, Seismic must value its companies every six months.
4. Our corporate infrastructure ensures world-class benefits, salaries and administrative backup that frees founders to attract top talent and to concentrate on what makes their companies unique.

## Being a Seismic Portfolio Company

▶ Seismic's job is to make sure its portfolio companies thrive.

▶ All our investments are structured to reward performance by founders and leadership.

▶ Our holding company format requires some structuring that may seem unusual:

- We will own all the stock of the company; leadership will hold phantom stock conveying the same or better privileges—and returns—than typical VC's provide.

- We will control the board of the company, while leadership holds controlling votes on material decisions such as sale of the company, key executive matters and financings.

- Our covenants are less restrictive than typical VC firms. In fact, we require that startup leaders run their own companies. We and our advisors are available to help as much—or as little—as desired.



Eric White, President & Chief Investment Officer  
Steven Weinstein, CEO  
Alice Neuhauser, CFO

[ebw@seismiccc.com](mailto:ebw@seismiccc.com)  
[spw@seismiccc.com](mailto:spw@seismiccc.com)  
[apn@seismiccc.com](mailto:apn@seismiccc.com)

+1 (415) 847-2715  
+1 (310) 749-9812  
+1 (310) 266-6539

[www.seismiccc.com](http://www.seismiccc.com)