

# SMART AND ADVANCED MANUFACTURING FUND (SAM FUND)



Managed by Elevate Ventures, the SAM Fund seeks to invest in high-potential manufacturers and manufacturing entrepreneurs with new ideas and disruptive innovations, specifically those seeking to build and scale companies that enable the digital transformation of manufacturing. SAM co-invests with individual or institutional investors, and in the case of corporate spin-offs, the sponsoring corporate entity.



**Mark Gramelspacher**  
Executive Director SAM Fund

Mark works directly with corporate enterprises and entrepreneurs to help source, evaluate and develop ideas for the SAM Fund.

Elevate Ventures has invested over **\$100M into 375+ companies** and has been named the most active VC in the Great Lakes region since 2017.

## FUND SUMMARY



**STAGE:**  
Seed, Early Stage



**SIZE:**  
\$3M



**INITIAL INVESTMENT:**  
\$100K-\$500K per company



**INDIANA-BASED COMPANIES**

## INVESTMENT SECTORS

### SMART MANUFACTURING

Includes any technologies that improve safety, quality, productivity or reduces cost, such as:



AI/Machine Learning



Data Analytics & Big Data



Augmented Reality/  
Virtual Reality



Additive (3D) Manufacturing Equipment/Process



Industrial IoT Sensors/Programs/Wireless Infrastructure



Robotics & Machine Vision

### ADVANCED MANUFACTURING

Uses cutting-edge technology and processes to gain a large competitive advantage in the market such as:

## ESTIMATED TIMELINE

- Deals with completed pitch decks vetted weekly
- Average time for due diligence: 5 weeks
- Average time for closing including round formation with co-investment sources: 2 months

## PROCESS

1. Application
2. Entrepreneur-in-Residence Assistance
3. Initial Vetting
4. Presentation to Elevate Ventures
5. Due Diligence
6. Elevate Ventures Final Review
7. Closing
8. Quarterly Reporting

## INVESTMENT CRITERIA



**TEAM** – Strong team with complementary skills or prior startup venture experience, demonstrated coachability, and commitment to high-growth ventures.



**MARKET** – Addressable market size at, or reasonably projected to grow to, over \$500 million; clear and sustainable competitive advantages such as technical superiority, speed of execution, partnerships, etc.; and a business and revenue model that is realistic, repeatable, and scalable.



**PRODUCT** – Well-articulated and accepted value proposition, demonstrated technical scalability, and product development roadmap based on customer feedback. While no technology invention is required, application of technology is usually desired as part of product or solution offering.



**CUSTOMER** – Identified target customers and decision-makers with desirable attributes based on sales cycle, stickiness and upsell potential, through either direct or indirect sales approaches, with revenue generating companies demonstrating compelling customer references.



**RETURN** – Reasonable market-driven investment terms with a capital structure appropriate for institutional investment with no significant business or financial liabilities and value-added strategic or financial co-investment partners strongly preferred.



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