OPPORTUNITY MEMO · FOR PROSPECTIVE ADVISORS

The bank a founder or CEO hires is usually chosen long before the process starts. Advisors put Nfluence in that conversation.

Nfluence is forming a small group of exited founders and operators who open doors to the founders, CEOs and board members they already know. A banker runs the process from there, and how involved you stay is up to you and the relationship.

FIRM

Nfluence, San Francisco. Technology-focused M&A and growth capital advisory

TRACK RECORD

250+ transactions and $70B+ in value; partners working together since 2010

COHORT

First cohort of four to six Advisors, recruited sector by sector

TERM

Twelve months, renewable. Non-exclusive. Either side may step away on thirty days notice

MANDATES

Series B, C and later raises; sell-side M&A; growth private equity; debt and structured equity; buy-side M&A; merchant banking

ECONOMICS

Annual bonus, a share of success fees once registered, and paid project, board and advisory work with our clients

THE ASK

A short list of relationships, a few hours a month, and your name next to ours

CONTACT

Barry Stamos, who leads the Advisor Program at Nfluence

COVERAGE · EACH ADVISOR WORKS ONE SECTOR, IN DEPTH

Financial Services Tech	Travel, Hospitality & Events Tech	Healthcare IT & Digital Health	Education Technology
AI, Data & Analytics	Marketing Tech & Customer Experience	Commerce Tech & Marketplaces	Governance, Risk & Compliance

> **Capital scales companies. Judgment determines outcomes. Raising money or selling a business is more than a line item; it's a founder's life's work, and the partners at Nfluence treat it that way. That's why I'm here.**
>
> BARRY STAMOS · LEADS THE ADVISOR PROGRAM

01 The opportunity

An investment bank calling a founder is presumed to be selling. An exited founder making the same call is presumed to be helping.

When a CEO starts thinking about a raise or a sale, the first call goes to their inner circle. By the time a process opens, the bank is usually chosen.

02 The Advisor role

Advisors open doors. A banker runs the process, and how involved you stay afterward is up to you and the relationship. Advisors name the companies likely to raise, sell or buy in the next 6 to 18 months, make warm introductions, and join a quarterly pipeline review with the sector lead.

Advisors never pitch services, discuss fees or negotiate for the firm.

03 Where deals start

MOMENT	WHAT THE COMPANY NEEDS	WHO KNOWS FIRST
Growth is ready to accelerate	A Series B or C raise, or growth debt	CEO, CFO, lead investor
A strategic buyer calls	Sell-side advice and a competitive process	CEO, board
Investors want liquidity	An exit, recapitalization or secondary	Board members, fund partners
The company wants to buy	Buy-side search, valuation and negotiation	CEO, corporate development lead
It needs capital, not a process	Direct investment from our merchant bank	Founder, board, lead investor

04 Who fits

Network size is not the test. Standing is.

- Gravitas with founders, CEOs and investors in one of our sectors
- Peers actually seek their judgment before big decisions
- Still in deal flow: boards, investing, advising
- Political capital they will spend on an introduction

05 What Advisors get

The program economics are the smallest part.

- First look at paid advisory work inside our prospects and clients, engaged and paid by the client directly
- Board seats with cash or equity, interim and fractional roles, and operating roles worth taking
- A public title, a profile on nfluence.com and a seat at firm events

06 Program levels and economics

LEVEL	WHO IT SUITS	ECONOMICS
Advisor	Operators with real standing who help a few times a year	Discretionary annual bonus based on the year's introductions and contributions
Senior Advisor	Advisors ready to work deals alongside the team	Broker dealer registration, firm-funded, plus a share of success fees on mandates they source
Entrepreneur in Residence	Exited founders who want to be visible in their sector	Set individually with Gary Moon, Managing Partner. By invitation
Distinguished Advisor	Marquee names whose association alone moves founders	Affiliation and recognition. By invitation only

Success fees are only open to registered persons, which is why the firm pays for the exams. At every level, Advisors have first look at paid project, board and advisory work directly with our clients.

07 How a referral works

01 SHARE
Advisor names companies they know, or passes on one that came to them

02 QUALIFY
Sector lead checks right to win and picks targets

03 INTRODUCE
A warm introduction, framed as a conversation

04 MEET
A banker takes the meeting and owns the relationship

05 LOG
Credited to the Advisor in our CRM for a defined period

06 REVIEW
Quarterly pipeline review with the sector lead

What counts. A company in our sectors with a near-term banking need, logged before outreach, introduced to a named decision-maker, and a banker took the meeting.

When they come to you. A founder asks who they should use, or a board asks who to call. Name us, tell your sector lead, and it is credited the same way.

08 Guardrails

- Unregistered Advisors introduce; they do not solicit, advise on terms or discuss fees.
- Public use of the Nfluence title and content about the firm go through broker dealer review.
- Conflicts with other roles are disclosed up front.
- No access to live deal information unless separately brought under the tent.

09 · NEXT STEPS

1. A conversation with Barry Stamos, who runs the program, and the sector lead
2. A short call with Gary Moon, Managing Partner
3. Advisor agreement, with level and economics in writing

BARRY STAMOS · [EMAIL]

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