



OUR MISSION

iSelect affords investors a more responsible means to access venture capital. Accredited investors are attracted to venture capital due to its potential for substantial, uncorrelated returns and ability to increase diversification while reducing portfolio volatility. iSelect allows accredited investors to work with their trusted financial advisor to curate a properly diversified portfolio of professionally diligenced venture opportunities.



EXECUTIVE SUMMARY

Diversified Venture Investments for Financial Advisor Clients

iSelect* (or the "Fund") affords investors access to professionally vetted private investment opportunities at approachable minimums. The Fund offers interests in a diversified portfolio of investment opportunities in early stage technology companies (or "startups"). iSelect's comprehensive diligence process allows wealth managers to advise clients when creating personalized venture portfolios.

OUR TEAM

Carter Williams
President, CEO,
Investment Committee,
& Manager

Dan Schaub
Chief
Operating Officer

Michael Kime
SVP, Founder
Investment Committee,
& Manager

POTENTIAL

Shaken by persistent global financial turmoil and macroeconomic uncertainty, investors and their advisors seek consistent, risk-adjusted returns uncorrelated to the market. Growing at an 11% CAGR over the last decade, alternative investments provide the answer (1). Indeed, a 2014 survey found 43% of financial advisors expect to increase client allocations to alternatives within the next 12 months, and 78% agree or strongly agree that alternatives are a critical component of overall asset allocation (1). Responding to this unprecedented demand, however, regulators have sought to bring increased transparency and disclosure to the growing array of product offerings. Industry executives anticipate these new reporting rules will likely hinder future alternatives sales (2). Nevertheless, it should come as no surprise that retail alternatives will be the most significant driver for U.S. retail asset management, accounting for up to 50% of net new revenues by 2020 (3).

PERFORMANCE

Venture capital (or "VC") funds are investment funds that manage money from investors seeking private equity stakes in startup and small- and medium-size enterprises with strong growth potential. These investments are generally characterized as high-risk/high-return opportunities. Historically, VC returns outperform more traditional assets, yielding 23% net IRR over the 25-year period ending December 31, 2015 (3). By diversifying across 20 or more startup investments (4), conducting more than 120 hours of due diligence on each investment (5), and actively monitoring each startup after investing (5), VC investors improve the likelihood of out-size return while decreasing portfolio risk. In fact, analysis on a hypothetical portfolio of 20 startup investments revealed a 0% chance of total loss and a 67% chance of 3x return (6)

4240 DUNCAN AVE., 2ND FLOOR | ST. LOUIS, MO 63110 | 314.219.8688 | www.iSelectFund.com

**ACCESS PROFESSIONALLY VETTED PRIVATE INVESTMENT
OPPORTUNITIES AT DRAMATICALLY LOW MINIMUMS**

PRODUCT

iSelect affords accredited investors the opportunity, with a minimum investment of \$50,000, to purchase interests in a diversified portfolio of startups carefully vetted by iSelect's investment professionals. iSelect assesses nominal management fees on committed capital and carried interest fees on net investment profits associated with each underlying portfolio company investment.

iSelect believes its product is best leveraged when clients reserve 3%-5% of their liquid assets for investment, investing evenly across 20 or more startups. After holding the portfolio for an average of 18 months, a handful of more successful startups will emerge. iSelect affords investors the right of first refusal on investing in subsequent financing rounds of more successful startups.

Leveraging JOBS Act legislation, iSelect:

- Is exclusively offered through Financial Advisors
- Leverages the insights and networks of proven entrepreneurs through its unique Selection Committee
- Curates a diversified portfolio of venture investments
- Allows accredited investors to invest alongside seasoned venture capitalists
- Enables more widespread access to venture capital assets

CITATIONS

- (1) "Alternative Investments: It's Time to Pay Attention," Strategy& (2015)
- (2) "Largest independent broker-dealers enjoy double-digit revenue growth," InvestmentNews (2015)
- (3) "The Trillion-Dollar Convergence: Capturing the Next Wave of Growth in Alternative Investments," McKinsey & Company (2014)
- (4) "U.S. Venture Capital Index® and Selected Benchmark Statistics," Cambridge Associates (2015)
- (5) "Will the numbers behind volume investing change your thoughts on crowdfunding?" Alex LaPrade (2013)
- (6) "Returns to Angel Investors in Groups," Ewing Marion Kauffman Foundation (2007)

DISCLAIMER

*iSelectFund and iSelect are the trade name and branding used by iSelect Fund - St. Louis, LLC and iSelect Fund B - St. Louis, LLC, each a Delaware limited liability company. This Executive Summary does not represent an offer to sell or a solicitation of an offer to buy any security. Such offers would be made using the Private Placement Memoranda of iSelect Fund - St. Louis, LLC and iSelect Fund B - St. Louis, LLC (each, a "PPM"), and only in states in which the offering of the securities is registered or is exempt from registration. Only individuals and entities qualifying as "accredited investors" or "qualified institutional buyers", as defined by SEC are allowed to invest in iSelect Fund. Past performance may not be indicative of future results. Diversification does not guarantee investment returns and does not eliminate the risk of loss. Individual results may vary. An investment in these securities should not be made by any person or entity that is not in a position to lose the entire amount of such investment or one who needs liquidity of the investment.

PROCESS

iSelect identifies potential portfolio companies through its cultivated network of venture capitalists, angel investors, and industry experts. Should an opportunity fit within the Fund's strict investment criteria, iSelect's investment professionals conduct more than 100 hours of diligence before approving the company for investment. The Fund's Selection Committee – a team of industry experts with diverse experience founding, operating, advising, and funding start-up and emerging growth businesses – also reviews each potential investment, making recommendations, identifying potential risks, and offering valued access to their extensive networks.

iSelect's due diligence process enables Broker-Dealers and Registered Investment Advisors to advise and take fees on client investments in venture capital. The Fund's comprehensive diligence requirements incorporate securities laws, rules applicable to Broker-Dealers, and accumulated best practices. The diligence files of each portfolio company are audited by in-house counsel, reviewed by a licensed Broker-Dealer, and made available to end investors. Less than 3% of all companies reviewed by the Fund are selected for investment.

iSelect Diligence Process:

VENTURE REVIEW

Initial Diligence

iSelect's investment professionals qualify and vet companies seeking venture financing.

SELECTION COMMITTEE

Expert Diligence

iSelect's Selection Committee provides domain expertise, identifying potential risks and opportunities.

IN-HOUSE LEGAL

Legal Review

iSelect's counsel reviews, verifies, and packages each securities offering.

ANTI-FRAUD REVIEW

Diligence Audit

Third party diligence by a licensed broker-dealer audits iSelect's diligence.

INVESTMENT

Client Investment

iSelect provides all diligence materials to investors, helping clients and their advisors meet diversification and return objectives.

STEWARDSHIP

Post-Investment Monitoring

iSelect continuously monitors the development of each portfolio company, helping companies achieve milestones toward a meaningful exit.

INVESTOR RELATIONS

On-Going Reporting

iSelect maintains communication with its partners and investors via quarterly statements and updates through exit.