



# First Avenue Ventures

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A Private Business Incubator  
in Birmingham, Alabama





First Avenue Ventures is a private business incubator passionate about serving Birmingham's entrepreneurial companies. We help with strategy, accountability, marketing, and financing, and we can leverage our network and expertise to accelerate your company.

As your trusted partner, we work with you to meet and exceed your organization's expectations and accelerate your company's growth. Our ultimate goal is to see businesses thrive in Birmingham, the city we love.

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## FINANCIAL CONSULTING

We know the process, structure, and availability of capital in Birmingham. We also recognize that there is no one-size-fits-all solution. However, past practice can greatly inform the process of financing your company. We can lead your company through an initial two-fold inquiry: are you ready for investment? Is investment what your company needs at this stage?

Our **financial consulting services** include:

- Company structure
- Pitchbook assistance
- Pitch training
- Seed round structuring
- Lead Investor
- Advisory Board Membership and formulation

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## TEAM BUILDING

The old saying is true: the stronger the team, the stronger the company. A strong team requires qualified executives, skilled team members, and an effective, engaged board. Coaching, advising, and mentoring are also essential. Ensuring that the team works harmoniously and productively is crucial for building your business. FAV is passionate about getting strong teams in place. Our **team-building services** include:

- Executive recruitment
- Board recruitment
- Helping solo founders find co-founders
- Retention and development
- Facilitating team discussions and problem-solving sessions

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## DIGITAL MARKETING

Digital media creates new, exciting opportunities for marketing. First Avenue Ventures believes that seizing these new opportunities is essential. We also believe in the tried-and-true marketing mantras. In order to sell goods and services, you must build trust in your brand. A good story helps build that trust. Digital media just makes it easier to tell the story to more people. FAV helps companies discover their story, understand their brand, and map out their digital strategy. We also offer a full range of **digital marketing services**, including:

- Digital marketing strategy development sessions
- Blog content
- Social media posting
- Monitoring, tracking, and web analytics
- Website development
- Collateral content development

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## STRATEGY SESSIONS

First Avenue Ventures offers a two-to-three hour strategy session structured to help us to get to know one another and to understand your goals. Like a SWOT analysis, this session helps us both to clarify your go-to-market plan by better understanding:

- The experience and talents of your founder(s) and your team
- The problems you face and how to solve them
- The market you pursue and how best to reach them
- The execution risks you face and how to overcome them

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## ACCOUNTABILITY

First Avenue Ventures will serve as an external **accountability partner**, helping you move in a continual, incremental, and forward-looking manner toward your goals. We ask our clients to provide us with monthly reporting so that we can help you track and monitor your company's growth. Through your strategy session or your own internal planning, you'll develop Key Performance Indicators (KPIs) to guide your company's growth in the months ahead. Having us as an external **accountability partner** ensures both that your company is progressing satisfactorily and that your KPIs are still the best measures of your business objectives.

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## SERVICE PROVIDER RECOMMENDATIONS

First Avenue Venture's goal is to get you up and running in the fastest, most efficient way possible. With service provider recommendations, we strive to match you with the person or firm that can do the right thing for you at the right stage of your journey. Our network includes professionals in the fields of law, accounting, bookkeeping, marketing, operations, and human resources as well as potential advisors and consultants who can best help your organization.

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## SUCCESS STORIES

**Principal served as chair of board for multi-door retail company.** In such capacity, coordinated financial review and strategic guidance, evaluated and assisted the CEO, provided advice on strategic acquisitions, helped set yearly budget, and held company accountable to budget.

**Provided marketing and talent services for a regional group of retail stores** including photo shoot production, video production, team building and talent acquisition, digital marketing strategy, content creation and marketing, social media marketing, e-commerce and social media sales

assistance, operation of Facebook Business Manager (including shoppable posts), branding guidelines suggestions, print media buys, ad design, SEO optimization across platforms and media, analytics and reporting.

**Principal served as lead investor and director representative for K12 Software company.** In such capacity, advised management and CEO on strategy, financing, operations and marketing, and provided transactional assistance and third-party support where appropriate within the confines of board membership role.

**Provided services for an early-stage educational software company** including improved website design and user experience, content marketing strategy, content creation, social media content and promotion, Google ads strategy and implementation, SEO optimization across platforms and media, analytics and reporting.

**Opened start-up food concept** and provided brand materials and branding guide, packaging design and ordering, menu creation and recipe development, talent acquisition, operational oversight throughout build-out, content marketing strategy,





content creation, social media strategy and posting, social media promotion, digital and print media buys, ad design, photography and video production, Google Ads strategy and implementation, SEO optimization across platforms and media, analytics and reporting.

**Helped start-up biotech company develop financing plan;** worked with company's co-founders to develop financing plan and strategy based on development of science; helped develop and participated in initial seed

stage funding in order to position company for additional capital.

**Provided services for a digital marketing real estate platform** including re-design of logo for updated branding, improved website design and user experience, video production, content strategy, content creation, social media content production and promotion, Google ad strategy and implementation, SEO optimization across platforms and media, analytics and reporting.

**Helped recruit an international software company.** Software company was a graduate of a well-known accelerator and chose Birmingham over much larger cities. First Avenue Ventures worked with company founder to help develop business, highlight resources of the city helpful toward that business, network with potential funding sources and ultimately played key role in bringing company to Birmingham with funding.

CONTACT US

205.578.1005

info@firstavenueventures.com

## OUR TEAM

### **Mike Goodrich** *Principal*

T. Michael Goodrich, II is the principal in First Avenue Ventures, LLC. Mike serves as the chair of the board for Alabama Outdoors, SMS Plus, an apartment marketing firm, and a board member for Learnsafe, and is active in the operation of numerous other business ventures. Mike is a member of the chair of the board of directors for the Fresh Water Land Trust and on the board of the UAB Athletic Foundation.

### **Laurel Mills** *Director*

Laurel Mills is the Director of First Avenue Ventures. In this capacity, Laurel leads marketing, team building and other efforts for pre-seed, post-seed and growth companies.

Laurel is a board member for DISCO, a local non-profit writing center for kids.

### **Emma Bolden** *Associate Director of Marketing*

Emma Bolden is the Associate Director of Marketing for First Avenue Ventures. She develops and implements digital marketing efforts, maintaining content calendars, content inventories, and multi-channel content strategies for multiple clients. In addition to content creation and strategy, Emma specializes in web analytics and reporting to track, analyze, and improve the performance of websites, social media posts, paid advertising, and ecommerce efforts.

