

# GAINING INVESTMENT CONNECTIONS

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## AngelCon Exposure Links Motoroso to Investors

*Cal Poly CIE SBDC and Motoroso*



# ABOUT THE CAL POLY CIE SBDC

The Cal Poly Center for Innovation and Entrepreneurship (CIE) Small Business Development Center (SBDC) offers a wide variety of services for both startups and established companies. Our services include expert counseling, low-cost training, information resources, events and intensive bootcamps. All counseling services are confidential and free of charge. Our business advisors assist

their clients with a wide range of services including business planning; marketing strategies and planning; sales; access to capital, including bank loans, SBA loans, and asset financing; venture funding; government contracting; strategic technology acquisition and practical, hands-on application; financial projections and budgeting; and operating challenges.



The SBDC is dedicated to helping existing and new businesses grow and prosper. To take advantage of our services today, visit [sbdc.calpoly.edu](http://sbdc.calpoly.edu)

# ABOUT MOTOROSO

Motoroso is a market network website built to help automotive enthusiasts confidently and securely plan, build and share their dream vehicle projects, as well as purchase vehicle parts and accessories. What began in 2014 as an automotive

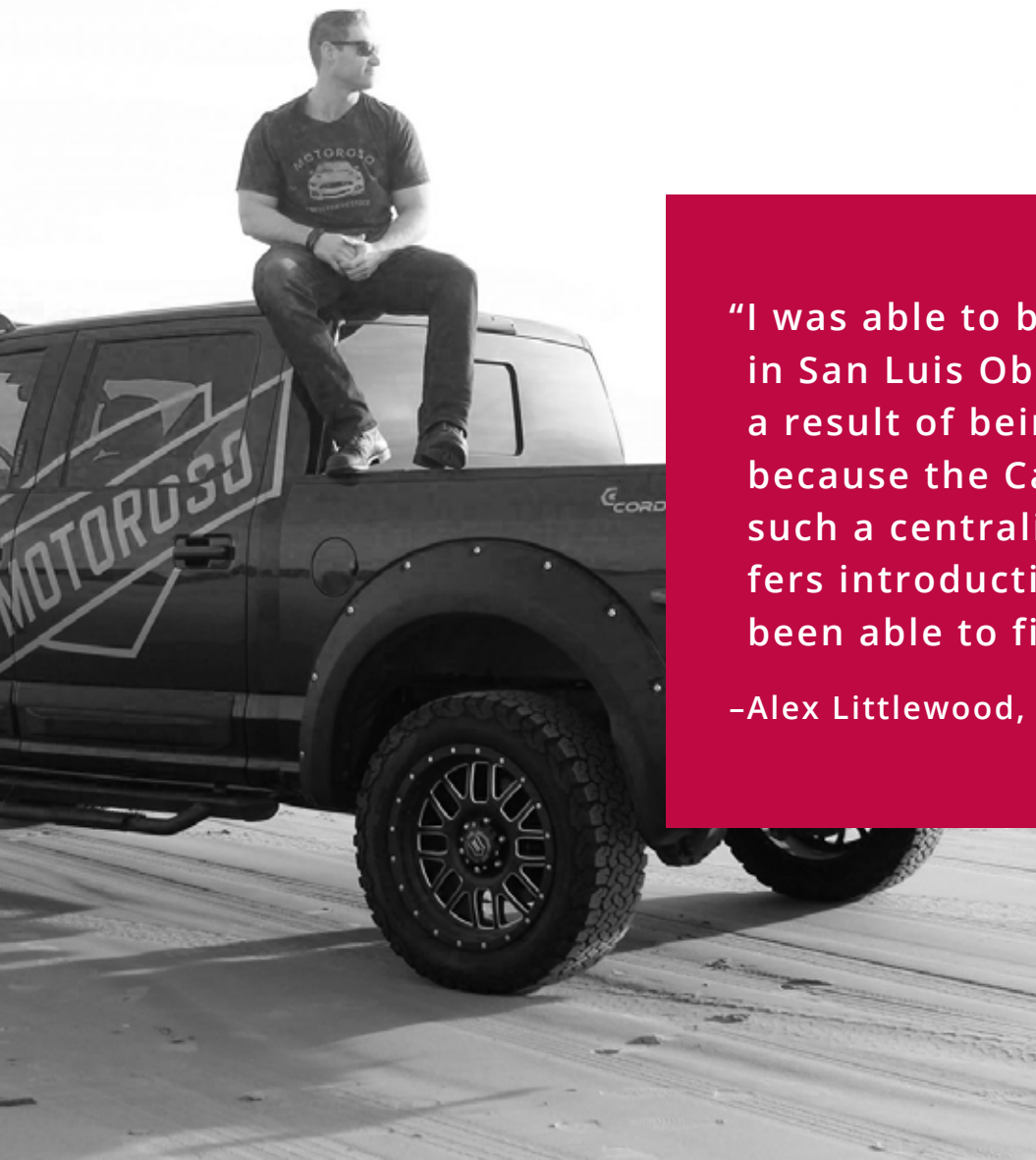
project-sharing platform, has now grown to be the world's first marketplace dedicated to the \$80B automotive and powersports enthusiast segment.



# RESULTS

As a result of AngelCon 2019, Motoroso's exposure to investors at the event landed the company five angel investors and around \$250,000 in angel round investment funding. Since AngelCon, Motoroso has seen a consistent growth in traction. Through content marketing, Motoroso's

YouTube views and subscribers have grown 30% month-over-month, leading to a 22% month-over-month growth in traffic to the market network platform.



"I was able to build my local network in San Luis Obispo 10 times faster as a result of being in the SLO HotHouse, because the Cal Poly CIE SBDC has such a centralized community and offers introductions that I may not have been able to find on my own."

-Alex Littlewood, Motoroso CEO and Founder