

For Immediate Release

**WHO IS THE AMERICAN ANGEL INVESTOR? SURVEY CAMPAIGN TO ANSWER THE QUESTION
[Insert Organization Name] is a Proud Supporter of this First-Ever Comprehensive Study**

[City, State, Date] – Precious little is known about the 200,000+ American angels who wield immense economic influence in the U.S. startup economy. In 2014 angels invested an estimated \$24B in more than 73,000 startup deals, fueling the economic engine of our country. Today [insert organization name] announced its support of this important initiative led by the [Angel Capital Association \(ACA\)](#) and [Wharton Entrepreneurship](#). This first-ever comprehensive study seeks to understand who angel investors are, how they became angels, and what factors influence their investing activity. Active accredited investors can confidentially participate in this first-of-its-kind benchmark study at [TheAmericanAngel.org](#), thanks to funding by non-profit Rev1 Ventures' *John Huston Fund for Angel Professionalism*.

[Insert name, title, organization] stated, "As a supporter of this initiative we are asking all accredited angel investors to take 10 minutes to complete this confidential survey which will help entrepreneurs, economic development entities, private market makers, regulators and legislators to understand who angel investors are, and organizations like ACA to drive effective policies to ensure a robust angel investing marketplace and for startups to better access equity capital."

The survey and data is being administered and analyzed by Wharton Entrepreneurship, one of the most influential centers of entrepreneurship in the world. Laura Huang, assistant professor of management at the Wharton School, University of Pennsylvania is leading the effort.

"Never before has such a large, nationwide campaign been undertaken to survey and benchmark the mix of angel investors across America," said Huang. "We're excited to partner with ACA in the effort to develop a profile of angel investors that will illuminate age, gender and ethnicity; and help pinpoint commonalities such as education or career path, as well as trends regarding how they identify fundable early-stage companies."

The campaign will help to complete the picture of what is already known about angel investing. According to the most recent 2015 [Halo Report](#), the importance of angels and their impact on the economy is greater than ever. Two important indicators showed dramatic increases from the prior year: median deal size of angel investments rose to \$850,000 from \$510,000, while median pre-money valuation increased by 53 percent to \$4.6M. Angel investors on average have consistently held 20 to 25 percent in each of last four years. About 74 percent of angel investments are made to companies within the investors' geographic region, and software and healthcare continue to make up about half of deals.

Angels who [take](#) The American Angel survey will be notified first of the results and if they do so before April 30th will also be eligible for a drawing of complimentary tickets to ACA-sponsored angel education events. This benchmark study is one of many ongoing ACA angel education initiatives, which includes the [2016 ACA Summit](#), the world's largest professional development event for angels is May 9-11, 2016 in Philadelphia.

[insert a one paragraph summary about your organization]