



**FLYWHEEL**  
angel network

# FLYWHEEL ANGEL NETWORK & CONFERENCE OVERVIEW



# Flywheel Investment Conference

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Hosted every spring in Wenatchee, the Flywheel Conference is Washington's meeting place for entrepreneurs and investors. Hundreds of attendees travel to connect, learn, and develop resources for building companies. The Flywheel Conference offers educational events, networking, and speakers. The pinnacle of the event is an investment competition funded by the Flywheel Angel Network.

The Flywheel Conference fuels economic growth by connecting startups with capital, investors with opportunities, and students with pathways to entrepreneurship. It drives business expansion, innovation, regional visibility, while delivering a dynamic and engaging experience.

# 2024 Flywheel Conference Recap Video

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# 2024 Flywheel Conference Highlights



114

attendees traveled from 114 unique zip codes to attend

340+



we had over 340 individuals attend events over the conference



32

32 Flywheel Angel investors contributed to the investment fund

25%



of attendees registered as an entrepreneur

35



dynamic speakers presented



255k

\$255,000+ was awarded to three companies



96%

over 96% of conference attendees said they made a valuable connection

71



71 companies applied to compete from all across Washington



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# 2025 Flywheel Conference Overview

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**Wednesday, May 21:** Welcome Reception at Circle 5 Winery from 5:30 to 7:30 PM.

**Thursday, May 22:** The day starts with Sector Session Power Hours, diving into industry-specific innovation topics at 9:00AM. Exhibitor booths and networking throughout the day. The luncheon features keynote speakers, followed by startup spotlights. The day wraps up with Toast Around Town at three walkable venues from 4:00 to 7:00 PM.

**Friday, May 23:** The pinnacle of the conference: the Top Six Competition. The winner(s) will be announced before the conference concludes at 12:30 PM. Attendees can then enjoy optional snacks and networking, or begin a long weekend exploring NCW.

[Link to Flywheel Conference tickets](#)



# Flywheel Angel Network Thesis

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Invest in credible and innovative companies through the annual Flywheel Investment Conference held every spring in Wenatchee.



Bring a diverse group of investors together, providing a platform for new and experienced investors to invest in Washington based companies.



Create a fun atmosphere that encourages collaboration, relationship-building and support for early-stage companies.



Showcase rural NCW communities as prime options for new business, B2B opportunities, and enhance economic development opportunities.

# How We Work Together

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NCW Tech Alliance manages all aspects of the Flywheel Investment Conference - from event format to sponsorship to speakers. The Flywheel Angel Network provides the investment offering through the creation of a new LLC. NCW Tech advertises and recruits companies to apply for the investment competition. NCW Tech also works alongside the Fund Manager to facilitate Fund meetings and manage the Angel Network year round.





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# Flywheel Fund Managers

Every year one or more Flywheel Angel Network investors volunteer to lead a new Flywheel Conference Fund LLC. These volunteers are responsible for that LLC for the lifetime of the fund which is anywhere from 7-10+ years.



**2018 & 2024**

Jenny Rickel



**2019 & 2020**

Peter & Karen  
Rutherford



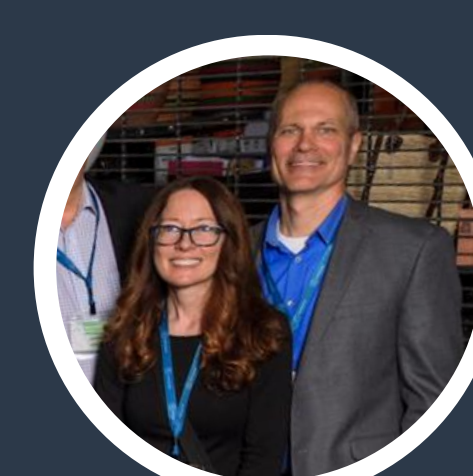
**2021**

Rob &  
Bealinda Tidd



**2022**

Tim Jenkins  
& Abby Jenkins



**2023**

Glenn & Cheryl  
Adams



**2025**

Leonard Backus



# 2025 Flywheel Fund Manager

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Len's career is the definition of a startup sales guy. He was part of over a dozen technology companies building and leading sales teams starting with the personal computer era. Two of his companies did IPOs and he has been on both sides of multiple M&A deals. Today he is an angel investor with an active fractional VP sales practice based in central Washington State. Len earned a BS and MS respectively from the University of Washington and University of Southern California where was a Hughes Masters Fellow. He was VP International for two public companies and maintains a global network of influencers in emerging technology markets and sales channels.



**Leonard Backus**  
**2025 Fund Manager**

**509-906-1206**

**2025fund@flywheelconference.com**

# Flywheel Fund Service Providers

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Fund Managers and members are supported by the following organizations:



# Flywheel Fund Portfolio

Twelve companies have received 1.5 Million from Flywheel Funds.  
Click on the company logo to be directed to their websites:



# Flywheel Fund Performance

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Since 2018, seven Flywheel Fund LLCs have invested in twelve portfolio companies. These investments total over 1.5 Million. To date, one company has closed and one was sold with no return. There are still 10 active companies in the portfolio.

While returns are the measuring stick for any kind of investment, investing in early-stage companies also provides a whole set of additional, hard-to-find, personal rewards. Angel investing is a marathon and not a sprint.

## Who can invest in the Flywheel Fund?

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Any individual or entity that qualifies as an accredited investor per SEC Regulation D. Learn more: [Securities and Exchange Commission](#).



# Flywheel Fund Overview

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\$6,000 per unit. Maximum of 4 units (\$24,000)



The fund will raise a minimum of \$180,000.



All Fund Members can vote every step of process.



Fees: 5% carry. \$1,000 Administration fee. \$500 goes to fund for legal/financial fees over lifetime. \$500 to NCW Tech Alliance which provides Fund Members with Angel Capital Association Membership, free conference ticket (\$299), and offsets fund meeting costs.



# 2025 Flywheel Fund Calendar

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Entire process is over a three-month period: March - May 2025.



Following the selection and investment of companies, investors then receive bi-annual updates on the status of their investment.



Fund Members can be as active or passive as you choose. Some members will be passive (simply write a check) and others will actively participate in screening and due diligence.

# Flywheel Fund Investment Strategy

The fund invests in Seed and early-stage companies who are headquartered in Washington State. The fund is industry agnostic. Eligible companies cannot have raised more than two million in investment to date (grant funding not included).



Map of 2024 applicants



Year	Number of applications per year
2018	28
2019	38
2020	38
2021	50
2022	78
2023	82
2024	71

# Why Startup Founders Love Flywheel

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We create a founder-friendly experience. There are no fees to apply to compete or at anytime in the process.



All companies who submit a completed application will receive 50% off conference tickets and recognition.



Opportunity to put their company in front of investors in Flywheel Fund and investors from across the Pacific Northwest.



Six finalists compete live in Wenatchee for \$150,000 minimum in investment awards, as well as a \$50,000 relocation offer, and a \$5,000 cash prize. They also receive free tickets, free booth, a two-night hotel stay, and complimentary tours.



# Thank you Flywheel Sponsors

Thank you to our sponsors for making Flywheel possible!  
We still have sponsorships available. [Learn more here.](#)





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Join our Flywheel Fund

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**Are you investing this year?**

**[Fill Out The 2025 Flywheel Fund Survey.](#)**

**OR Contact our Fund Manager Len**

**Leonard Backus**

**509-906-1206**

**[2025fund@flywheelconference.com](mailto:2025fund@flywheelconference.com)**