

# COMPANY BACKGROUNDER

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## ONE-PARAGRAPH BOILERPLATE (FOR ARTICLE USE)

**Redtail Capital** is a Temecula, California-based investment and value creation platform founded in 2006 by Jay Goth. The firm helps founders, operators, and investors build enduring enterprise value through AI-powered analysis, disciplined strategic frameworks, and intelligent execution. Redtail operates at the intersection of strategy, capital, and execution, and is the creator of the Investment Lens™ pitch deck analysis platform and the EVCR™ (Enterprise Value Creation Roadmap) business diagnostic platform.

## ABOUT REDTAIL CAPITAL

Redtail Capital is focused on how innovation translates into measurable enterprise value. Rather than viewing innovation as isolated events—funding rounds, product launches, or technological breakthroughs—Redtail approaches it as a system: the disciplined alignment of strategy, operations, capital allocation, and execution that produces durable outcomes over time.

The firm's thesis begins with a straightforward observation: across industries, there is no shortage of ideas, talent, or capital. The primary constraint is the ability to translate potential into sustained value creation. Redtail's work addresses that gap, bringing visibility, structure, and discipline to how businesses are built, evaluated, and scaled.

Redtail engages with founders, investors, and institutions navigating complex growth environments—where traditional signals like early traction or market narrative are often insufficient indicators of long-term success. The firm emphasizes system-level thinking: understanding the structural factors that determine whether a business scales or stalls, and building the frameworks that make those factors visible and actionable.

## AT A GLANCE

Founded	2006
Headquarters	Temecula, California
Founder / CEO	Jay Goth
Focus areas	Enterprise value creation, AI-powered investment analysis, innovation ecosystems
Products	Investment Lens™, EVCR™, Innovation Insights podcast
Serves	Founders, operators, investors, VCs, accelerators, angel groups
Website	redtailcapital.com
Media page	redtailcapital.com/media

## PLATFORMS & PRODUCTS

### Investment Lens™ — Launched April 2026

An AI-assisted pitch deck analysis platform that scores early-stage companies across eight weighted dimensions—Problem Clarity (12%), Market Opportunity (15%), Solution Differentiation (13%), Business Model (13%), Traction & Validation (14%), Team Capability (15%), Competitive Landscape (10%), and Investment Readiness (8%)—producing a composite Investment Lens Score (ILS™) on a 0–10 scale.

Generates two distinct reports: an Investor Analysis Report for investment committee use, and a Founder Feedback Report with slide-by-slide recommendations for the founding team.

Pricing: \$49.95 first analysis, \$9.95 per month subscription activated on second analysis, cancellable at any time with no refunds or proration, offering continuous iteration. Institutional licensing available for VCs, angel groups, and accelerators (monthly subscriptions from \$500/month).

Intellectual property documented in the ILS Methodology White Paper (Version 1.0, April 2026). Co-branded sample report available at [redtailcapital.com/investment-lens](https://redtailcapital.com/investment-lens).

## EVCR™ — Enterprise Value Creation Roadmap — Platform

An AI-powered business diagnostic platform that scores operating companies across 13 modules using 7 specialized AI agents, producing a Value Creation Score and a structured execution roadmap.

Built on 30+ years of CFO-level expertise, Porter's strategic frameworks, and 37 original analytical models. Designed for founders and operators who have secured capital and are building.

Bridges the gap between early-stage pitch readiness (Investment Lens) and operational execution—together, the two platforms form a complete analytical architecture for the full lifecycle of company development.

### APPROVED QUOTES — MAY BE USED WITHOUT SCHEDULING AN INTERVIEW

*“Capital decisions deserve clarity. The Investment Lens exists to provide it—for investors who need signal, and for founders who deserve honest feedback.”*

— Jay Goth, Founder & CEO, Redtail Capital — on the Investment Lens™

*“Value creation is not luck. It is not timing. And it is not financial engineering. It is the disciplined alignment of a business system.”*

— Jay Goth, Founder & CEO, Redtail Capital — on Redtail's investment philosophy

*“Most companies don't fail from lack of ideas. They fail from misalignment—strategy drifts, operations fragment, capital is deployed without clarity. We exist to change that.”*

— Jay Goth, Founder & CEO, Redtail Capital — on the EVCR™ platform

*“Being direct and specific can get you to a yes or a no in 30 seconds rather than waiting 30 days. That clarity is what founders need—and what investors respect.”*

— Jay Goth — The Successful Pitch Podcast

### ABOUT JAY GOTH

## Jay Goth

### Founder & CEO, Redtail Capital

Jay Goth is an entrepreneur, investor, and innovation ecosystem builder with more than 30 years of experience spanning startup formation, CFO-level strategic advisory, venture capital, and regional economic development. He is the creator of the Investment Lens™ analytical framework and the EVCR™ platform, and the author of the ILS Methodology White Paper (April 2026).

Jay brings a uniquely applied perspective to enterprise value creation—one developed not through academic research but through decades of operating at the intersection of capital, strategy, and execution. His work spans early-stage biotech, clean energy, genomics, and technology, and he has held senior roles in both founder and investor capacities.

#### Additional roles:

- ▶ **Executive Director, InSoCal CONNECT** — Southern California's platform-driven innovation community connecting founders, investors, and institutions across the region
- ▶ **Former Entrepreneur in Residence, UC Riverside** — supporting commercialization and venture formation at one of California's leading research universities
- ▶ **SBA Small Business Champion of the Year** — recognized by the U.S. Small Business Administration for contributions to entrepreneurship and small business development
- ▶ **Former Founding executive, Commonwealth Energy** — clean energy pioneer formed in 1997
- ▶ **Former CEO, Murrieta Genomics** — life sciences innovation and genomic sequencing lab
- ▶ **Former Managing Partner, Forentis Fund** — investment and advisory focused on biotechnology
- ▶ **Former Licensed Investment Banker** — independent banker operating as Redtail Capital
- ▶ **CFO, Burble Creativity Inc.** — immersive storytelling and augmented reality for neurodivergent children

## RECENT APPEARANCES & MEDIA ACTIVITY

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- › **FreedomFest 2026** — Judge, early-stage company pitch competition. Observations published: “What I Learned Judging Early-Stage Founders at FreedomFest”
- › **Max Pog’s Virtual VC Conference** — Panelist on AI-powered due diligence and investment decision-making. Techstars-backed event with thousands of attendees; session positioned Redtail at the forefront of AI-driven investment practice.
- › **FastPitch VC, April 2026** — Venture capital panelist, hosted by Black Dog Venture Partners. Selected from a global investor cohort to evaluate high-potential startups in a competitive, live format.
- › **The Successful Pitch Podcast** — Featured guest on direct pitch strategy for startups and funds, and developments in the biotech startup ecosystem.
- › **Superpowers for Good (e360tv), S02 Ep77** — Featured guest on Burble Creativity and immersive storytelling for neurodivergent children.
- › **UC Riverside Wet Lab Incubator (2019)** — Founding participant in the launch of the Inland Empire’s first life sciences commercialization hub.
- › **Innovation Insights Podcast** — Redtail Capital’s own podcast on innovation, capital, and human impact. Guest interviews, ecosystem conversations, and thought leadership. Launching 2026.

## MEDIA CONTACT

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**Investment Lens:** [redtailcapital.com/investment-lens](https://redtailcapital.com/investment-lens)

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