

COMPANY AT A GLANCE

Full name	Redtail Capital, Inc.
Founded	2006
Headquarters	Temecula, California
Founder	Jay Goth, Founder & CEO
Mission	Help founders, operators, and investors build enduring enterprise value through disciplined analysis and intelligent execution
Focus	Enterprise value creation & AI-powered investment analysis
Platforms	Investment Lens™, EVCR™, Innovation Insights podcast
Clients	Founders, operators, VCs, angel groups, accelerators, incubators
Website	redtailcapital.com

PLATFORMS & PRODUCTS

Investment Lens™
Launched April 2026

AI-assisted pitch deck analysis platform. Scores early-stage companies across **8 weighted dimensions** producing a composite Investment Lens Score (ILS™) on a 0–10 scale. Generates two distinct reports: an **Investor Analysis Report** for deal screening and a **Founder Feedback Report** with slide-by-slide recommendations.

8 Evaluation dimensions	0–10 ILS™ scoring scale	\$49.95 First analysis	\$9.95 Per Month
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Institutional licensing: \$450–\$3,000/month · 10–100 included reports · White-label available

EVCR™ — Enterprise Value Creation Roadmap Platform

AI-powered business diagnostic platform. Scores operating companies across **13 modules** using **7 AI agents**, producing a Value Creation Score and a structured execution roadmap. Built on 30+ years of CFO-level expertise and 37 original analytical frameworks. Bridges the gap from pitch readiness to operational execution.

“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

AVAILABLE AT REDTAILCAPITAL.COM/MEDIA

Company Backgrounder	PDF
Executive Bio (short & long form)	PDF / DOCX
Jay Goth Headshot (hi-res)	JPG

ABOUT JAY GOTH

Entrepreneur, investor, and innovation ecosystem builder with 30+ years of experience across startup formation, CFO-level strategic advisory, venture capital, and regional economic development. Creator of the Investment Lens™ framework and EVCR™ platform.

Also serves as

- Executive Director, InSoCal CONNECT
- Entrepreneur in Residence, UC Riverside
- SBA Small Business Champion of the Year
- Founding Executive, Commonwealth Energy
- Former CEO, Murrieta Genomics
- Managing Partner, Forentis Fund
- CEO, Burple Creativity Inc.

KEY MILESTONES

- 2006** Redtail Capital founded by Jay Goth in Temecula, California
- 2019** Founding participant, UC Riverside Wet Lab Incubator — Inland Empire’s first life sciences commercialization hub
- 2026** ILS Methodology White Paper published (Version 1.0, April 2026) — establishing IP provenance for Investment Lens™
- 2026** Investment Lens™ platform launched — individual founder pricing + institutional licensing tiers
- 2026** Panelist, Max Pog’s Virtual VC Conference (Techstars-backed) on AI in venture capital due diligence
- 2026** Venture capital panelist, FastPitch VC — Black Dog Venture Partners global investor cohort
- 2026** Judge, FreedomFest early-stage company pitch competition
- 2026** Innovation Insights podcast launching — conversations with founders, investors, and ecosystem builders

SPEAKING & INTERVIEW TOPICS

<p>AI in venture capital How AI is transforming deal screening, due diligence, and investment decision-making</p>	<p>Pitch deck strategy What investors actually look for — the 8 dimensions that determine fundability</p>
<p>Enterprise value creation Why most strategic initiatives fail, and the systems that make businesses scale</p>	<p>Regional innovation Building innovation ecosystems outside the major tech hubs — the Inland Empire story</p>
<p>Founder readiness The gap between a compelling idea and an investor-ready company — and how to close it</p>	<p>Impact & innovation Aligning capital with purpose — investing in ventures that improve the human condition</p>

RECENT MEDIA & APPEARANCES

The Successful Pitch	Featured guest · Pitch strategy & biotech startup investment
Superpowers for Good	e360tv S02 Ep77 · Neurodivergent children & immersive storytelling
Virtual VC Conference	Panelist · AI-powered due diligence (Techstars-