

Inner Circle

APRIL SESSION



COACH



Alejandro Cremades

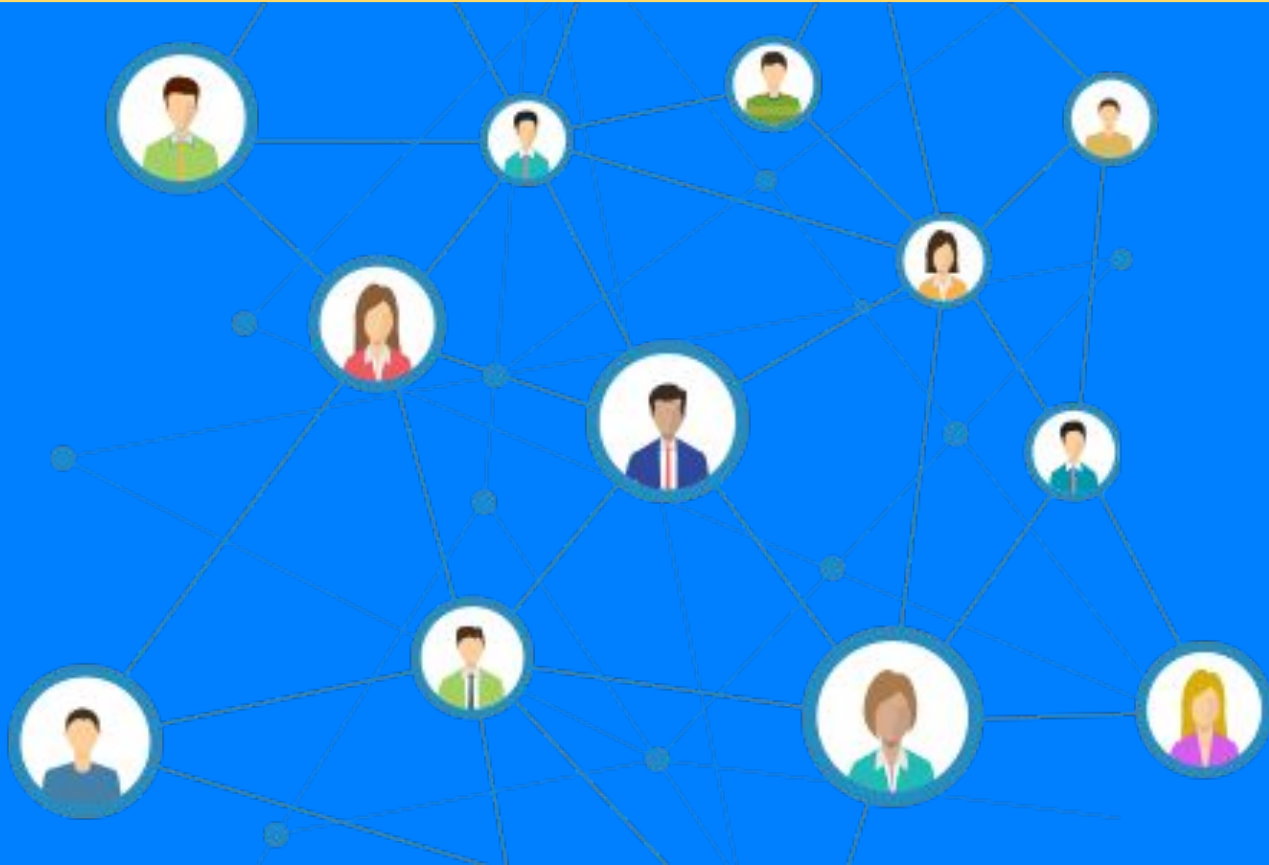
CoFounder at Panthera Advisors

- Serial entrepreneur
- Guest lecturer professor at Wharton, NYU, Columbia University
- Ranked #1 in the Top 30 under 30 list by Vanity Fair, Entrepreneur Magazine, and GQ Magazine
- Forbes contributor
- Author of *The Art of Startup Fundraising*

**“In the end we only regret the
chances we didn't take.”**

-----Lewis Carroll

Find Investors With Large Networks



To Keep In Mind

#1

Know when to
bring onboard a
CEO

#2

Behave like a
partner

#3

Do your
homework with
investors

#4

Investment thesis
is king

Product Market Fit?

- Users are active after signup (at least 30% of total pool)
- Organic growth
- Scaling with ads and viral loops
- SEO
- Hiring Sales and Customer Support as soon as you can

**If you have to question if
you have product market
fit then you don't have it.**

When You Don't Have PM

- Customers aren't getting value
- No word of mouth
- Usage is not growing amongst users
- Customers don't buy the product as soon as you make it

How To Get To PM

- Don't focus on making the product robust
- Discovery and experimentation is a must

Duties Of The CEO

**Sell a vision that will
excite people**

**Create alignment with
all the departments**

**Set the tone for
execution and fill the
gaps**

Success Formula

- Make sure the market is large
- Make sure your product is the top one
- Make sure you have great sales and marketing teams
- Make sure you take care of your customers
- Make sure your culture is open and transparent

$$\left(\sum_{k=2}^{n-1} \frac{n!}{k!(n-k)!} \right) + 1$$

$n, k \geq 2$

Plan B?

PLAN B

The Most Critical When Seeking \$



Can You Answer Yes?

- Are you operating in a billion dollar market?
- Can you demonstrate consistent growth?
- Do you have the best team to execute?
- Are you willing to starve to death to make it happen?
- Are you willing to sleep in the office until you make a profit?
- Do you have a track record of achieving milestones?
- Are you profitable?
- Is your business scalable?
- Have you done an exit in the past?

QUICK TIP: break down big problems into smaller problems and then smaller problems into even smaller problems.

On Selling

**Believe in what you are
selling**

**Listen more than you
talk to understand the
customer needs**

**Tailor to customer
from presentation to
pricing**

Rejected on Shark Tank & Making Millions

- It can take a lot of rejections to get funded
- Many startups do just fine without outside funding
- It is all about storytelling
- Not everyone will see the opportunity
- There is no such thing as bad press



Patterns Of High Achievers

- They are willing to take high risks
- They are persistent and consistent
- They really believe in what they are doing
- They are patient
- Hire really well

Growth Hack ---> Influencer Marketing

Involve influencers. They can blog, tweet, and spread the word about what you are doing to thousands or millions of potential customers.

Keys to success with influencers

- Reaching out authentically
- Influencers that are respected by their audiences
- Give them equity via stock options
- Make sure they share the same philosophy. They get it.
- Stay connected with them.

A wide-angle photograph of the New York City skyline, including the Freedom Tower, viewed from across the water. The skyline is reflected in the calm water in the foreground. The sky is a pale, overcast blue.

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