

Inner Circle

AUGUST 19 SESSION



***“Entrepreneurship is like eating glass.
Pretty soon you get the taste of your
own blood.” -Sean Parker***

Enrolling Investors

Share a
compelling
story

Communicate

Share
insights

The VC Lens



You are selling experiences!

- Make sure you are adding value to customers
- Driving results is critical. Measure!
- Implications of changes in customer experience
- The value of building an ecosystem
- Understanding the customer journey

Traits of great investors

Great
coaches

Domain
expertise

Full
alignment

Key factors to succeed with scale

- **Combine technology with the business**
- **When recruiting remember that business is all about people**
- **Bring onboard executives with domain expertise**
- **Start building relationships early**

Scaling issues

- **Staying true to your culture**
- **International expansion**
- **Making decisions while there are competing priorities**



Get Creative To Get There



What to expect at each round

Expectations

- Angel funding is very much betting on the jockey
- VCs will take more risks than PE but need validation
- PE wants to protect as much as possible the downside
- Debt facilities don't participate on the upside. They only want their money back

Avoid getting outgrown by the business

#1

Learn

#2

Network

#3

Read

#4

Support
Systems

#5

Hire
A+ people

#6

Innovate

#7

Listen!

How to prepare for a recession

- **Treat every moment of adversity as an opportunity to grow**
- **Be prepared for tough times**
- **Build a customer centric business**
- **Listen and take feedback. The more the better**
- **Know when to switch from revenue generating strategies to cost generating initiatives**

A wide-angle photograph of the New York City skyline, including the Freedom Tower, reflected in the water of the harbor. The sky is overcast and grey.

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