Inner Circle

FEBRUARY SESSION

COACH



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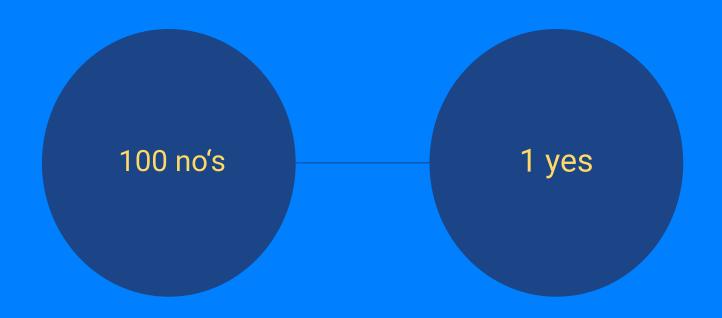
CoFounder at Panthera Advisors

- 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

"Don't count the days. Make the days count."

-----Muhammad Ali

Pipeline



What You Need

- Prototype
- Launch and learn
- Scale

Overall Expectations From Investors

- Founders interested in building a great team
- Focus on execution vs. idea
- Grounded about customers
- Hard workers delivering on promises
- Incredible storyteller HR, fundraising, press, etc
- Product and technical leadership with domain expertise
- Long term commitment
- Sense of urgency not putting things for tomorrow
- Ability to be skeptical question things

Improving Chances Of Funding

Learning the process

Learning what investors want

Master email updates

Get the right introductions

General Advice





What To Look For

Access To Talent

Access to investors

Network and connections

Affordability

Becoming More Effective

Email Plugins

- Wisestamp email signature
- Boomerang schedule emails
- Unroll.me unsubscribe from noise
- Digify email tracker
- HelloSign electronic signature

Venture Capital vs. Private Equity

Venture Capital

- All about people
- Invest early in companies
- Smaller tickets
- Bigger appetite for risk
- Active with business strategy
- Shorter term exit

Private Equity

- Looking for established companies
- Numbers are critical
- Traditional type of businesses.
- Later stage financing rounds
- Bigger ticket sizes
- Longer term exit

Increasing Output

Read Review goals Exercise Meditation & Yoga

Questions for investors - Part 1

- What percentage of your meetings lead to checks?
- What percentage of your term sheets turn to checks?
- How often should we meet after funding?
- How often do you lead rounds?
- How many follow on investments do you do?
- Who else would be interested in funding this?
- What is your timeline?
- Who would you put on our board?
- What do you expect this investment to do for your portfolio?
- What has made the biggest difference amongst your successful

Patterns of Successful Founders

- Know how to delegate
- Lead in different ways
- Not married to the outcome
- Accountability
- Great listeners

Questions for investors - Part 2

- What is the first thing you want us to do after closing?
- How long does it typically take to close?
- What will we least like about your due diligence process?
- Who else needs to approve this investment?
- How much are you going to invest and commit today?
- How much have you raised of your current fund?
- How much do you reserve for follow on rounds?
- Could you introduce me to an entrepreneur of your portfolio that failed?

NEVER EVER!

Things you should never say to investors

- You need to sign this NDA
- We have no competition
- We don't know our unique selling proposition
- We have no weaknesses
- This is a sure thing it can't fail
- I don't have an exit strategy
- We really need the money
- I need the money and not your help
- I need a big salary

Investor Updates - Potential & Existing



Key Elements

- Hires
- Press coverage
- Remaining runway
- New products & services
- Core metrics
- Milestones achieved
- New investors
- New Clients
- Next moves

Ask for help!!



Ask for help!!







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